

Ekelund

MASTER WEAVERS 1692



EVERY THREAD
HAS A STORY

Ekelund catalogue edition 2026







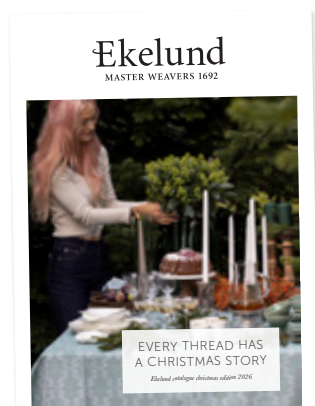
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MARKINGS, EXPLAINED:

P1	Price code, see your pricelist
P2	Price code, see your pricelist
6C	6-colour, patented pixel weaving
3C	3-colour, patented pixel weaving
	Brushed products
	News of the year



NO CHRISTMAS THIS YEAR

This year, we've chosen to create a separate Christmas catalogue, but you can already find and order all the new Christmas designs in our retailer portal.

The printed Christmas catalogue will be available from the end of March.



HOUSE OF EKELOUND

In an uncertain world, there's comfort in relying on what is familiar and enduring. With a legacy dating back to 1692, and a future still being woven, Ekelund looks back on 2025 with pride and forward to 2026 with joy.

Among this year's new designs, you'll find – of course – flowers in every colour, modern classics, and new expressions that we truly believe in.

No fewer than 10 new tablecloths and 20 new runners join the collection. In addition to new textiles, the image bank has been updated – both new and beloved classics will be available in our portal.

We are very proud of our work on the 2026 collection and hope you'll agree with us.



ROYAL TEXTILES

Each year, the Swedish Royal Court nominates Swedish companies to become Royal Warrant Holders. These are then evaluated based on criteria such as quality, financial stability, and sustainability efforts.

In 2010, we had the great honor of weaving the official wedding pattern for Crown Princess Victoria's wedding. And since 2023, Ekelund Weavers has been a Purveyor to the Royal Court of Sweden – a distinction that inspires us to maintain our high quality, further develop our sustainability work, and cherish our history and heritage.



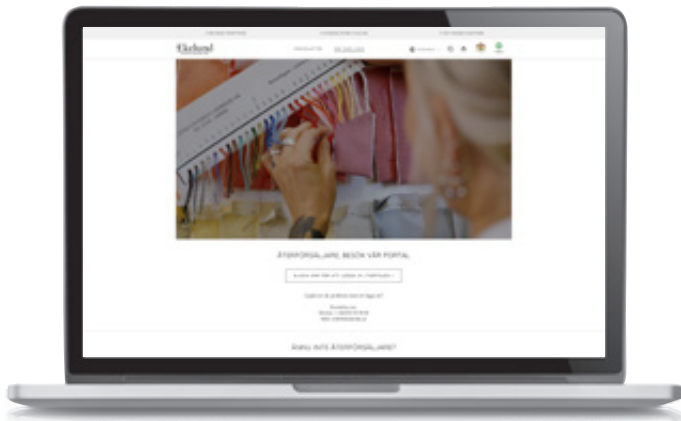
OUR MATERIALS

Our textiles are woven from 100 % organic cotton and linen – sometimes pure cotton, and sometimes a blend of 45 % linen and 55 % cotton, known as half-linen. These fabrics are strong and durable. Since 2016, Ekelund has been GOTS-certified. This certification ensures that the entire production chain – from the cultivation of fibers to the finished product – meets strict environmental and social criteria. A GOTS-labeled textile is therefore sustainable, ethical, and safe – for both people and the planet.



THE ART OF WEAVING

In our weaving mill, our machines use a technique called Jacquard. What's unique to Ekelund is that we use a warp with either three or six colors. The Jacquard technique allows us to weave with incredible detail, as each thread is controlled individually, almost like painting with thread. Read more on page 14–15 about our different fabric qualities.



IT'S EASY TO JOIN THE CLUB

As we move into 2026, we would like to remind you that all our latest collections, product news, and seasonal favorites are available first in the Ekelund Partner Portal. The portal is the easiest way to explore our full assortment, check stock status, and place your orders – quickly, securely, and whenever it suits you. New designs, inspiring product images, and marketing materials are published there before any other channel, giving you a head start in presenting Ekelund to your customers.



Why use the Ekelund Partner Portal?

- ✓ Simple and accessible – place orders anytime, view stock status, and explore the full range in one place.
- ✓ Faster and easier – no emails back and forth; order confirmations and history are available instantly.
- ✓ First to know – new collections, campaigns, and product images are always released in the portal first.
- ✓ Up to date – always the latest prices, images, and marketing materials ready to download.
- ✓ Personal support – the portal makes your work easier, while our team is always here when you need us.



Did you know...

In Sjuhäradsbygden, where Horred is one of several textile towns, weaving began in homes as early as the 1500s. By the end of the 1900s, the region accounted for nearly half of Sweden's textile exports.

In addition to Ekelund Linneväveri, the area is home to Horredsmattan, Kasthall, and Almedahls – all still active today.

COME AND VISIT US

You're warmly welcome to visit us in Horred, located in one of Sweden's most beautiful areas – at least if you ask us. Here, you'll find our weaving mill and factory outlet, where you can experience our crafts-manship up close. Visiting the mill is both interesting and inspiring, and in our store you'll find ideas for how to display Ekelund's products in your own shop.

As a retailer, you'll gain a deeper understanding of our heritage and meet the skilled hands that craft our textiles before they reach you and your customers. We'd be delighted to welcome you and share more about who we are.

Sounds fun, doesn't it?

Get in touch at info@ekelunds.se.

ICONS

The word *Tradition* no longer reflects the collection we want to build for the future. That's why we've changed the name to *Icons*. Here, you'll still find the iconic patterns that have been part of Ekelund for many years – but this year, we've added even more color with two new designs: *Embla* and *Rosett*.



LILJA

Lilja is an elegant addition to our Icons collection. Woven from a blend of linen and cotton, it's a modern classic that fits every occasion – from festive graduations to cozy coffee gatherings.



Tablecloth – Lilja

NEW



LILJA

Design: Linda Forsberg
Tablecloth 150x150, 150x250, 150x300 cm
 55% cotton, 45% linen

P2

NEW



LILJA

Design: Linda Forsberg
Runner 35x140 cm
 55% cotton, 45% linen

P1



Tablecloth – Lilja

NEW



LILJA

Design: Linda Forsberg
Towel 35x50 cm
 55% cotton, 45% linen

P1



ÅTTEBLADROSE 080 P2

Design: Gammalt norskt mönster
Napkins 35x35, 50x50 cm
55% cotton, 45% linen



ÅTTEBLADROSE 080

Design: Gammalt norskt mönster
Table topper 80x80 cm
55% cotton, 45% linen

P2



Tablecloth and runner – Åttebladrose
Napkin – Gåsöga



ÅTTEBLADROSE 080 P1

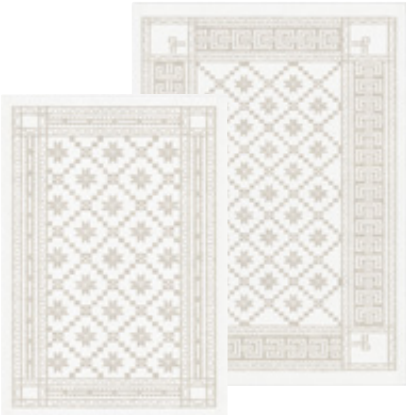
Design: Gammalt norskt mönster
Runner 35x110, 50x150 cm
55% cotton, 45% linen



ÅTTEBLADROSE 080

Design: Gammalt norskt mönster
Placemat 35x48 cm
55% cotton, 45% linen

P1



ÅTTEBLADROSE 080 P1

Design: Gammalt norskt mönster
Towel 35x50, 50x70 cm
55% cotton, 45% linen



ÅTTEBLADROSE 080

Design: Gammalt norskt mönster
Tablecloth 150x150, 150x200, 150x260, 150x310 cm
55% cotton, 45% linen

P2



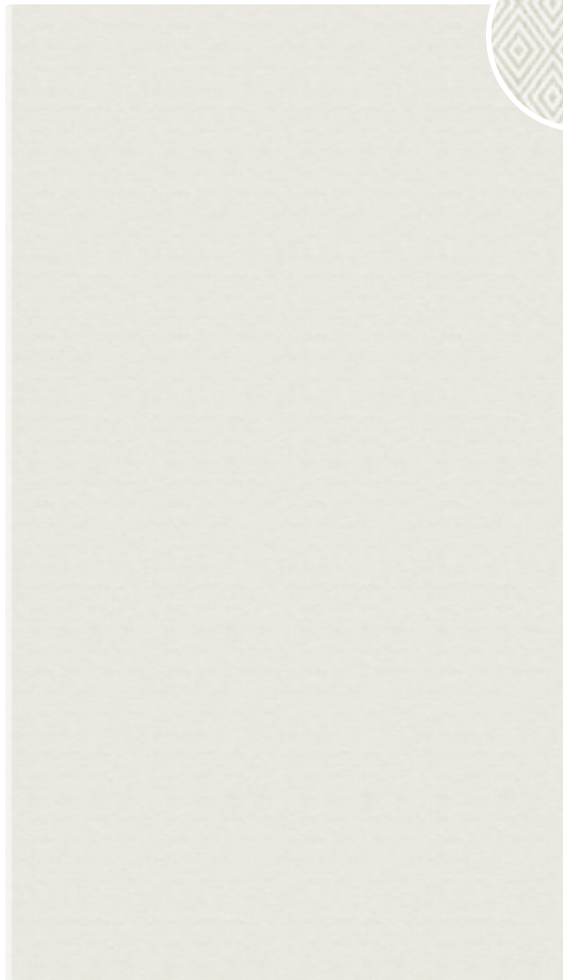
GÅSÖGA 080 P1
Design: Margareta Nyström
Napkin 35x35 cm
55% cotton, 45% linen



GÅSÖGA 080 P1
Design: Margareta Nyström
Towel 35x50, 50x70 cm
55% cotton, 45% linen



GÅSÖGA 080 P2
Design: Margareta Nyström
Table topper 80x80 cm
55% cotton, 45% linen



GÅSÖGA 080 P2
Design: Margareta Nyström
Tablecloth 150x150, 150x210, 150x250, 150x300, 150x350 cm
55% cotton, 45% linen



GÅSÖGA 080 P1
Design: Margareta Nyström
Runner 35x120, 50x150 cm
55% cotton, 45% linen



Tablecloth and Napkin – Anno 1859



Tablecloth – Anno 1859

NEW



ANNO 1859

P2

Design: Ekelund Designstudio
Tablecloth 150x150, 150x250, 150x300 cm
 55% cotton, 45% linen

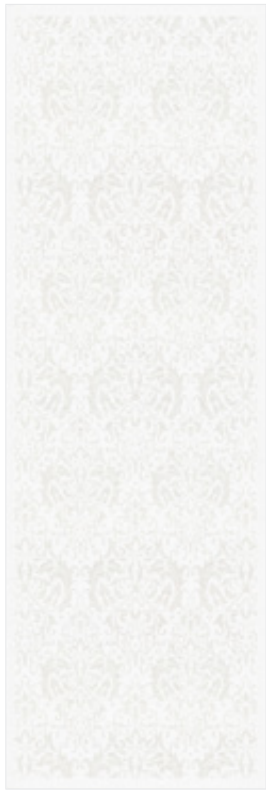
NEW



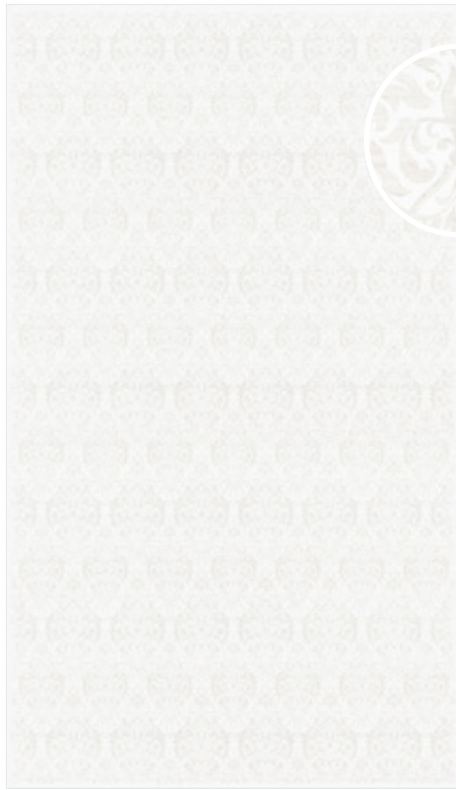
ANNO 1859

P2

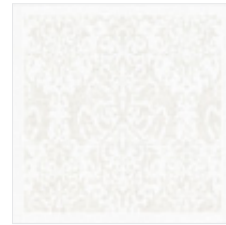
Design: Ekelund Designstudio
Towel 50x50 cm
 55% cotton, 45% linen



MEDALJONG P1
Design: Ekelund Designstudio
Runner 50x150 cm
55% cotton, 45% linen



MEDALJONG P2
Design: Ekelund Designstudio
Tablecloth 150x150, 150x210, 150x250, 150x300, 150x350 cm
55% cotton, 45% linen



MEDALJONG P1
Design: Ekelund Designstudio
Napkin 35x35 cm
55% cotton, 45% linen





ELEGANS

Design: Virtuelli Design
Table topper 80x80 cm
 55% cotton, 45% linen

P2



Runner and Towel – Flowering



Runner and Towel – Strå



ELEGANS

Design: Virtuelli Design
Towel 35x50 cm
 55% cotton, 45% linen

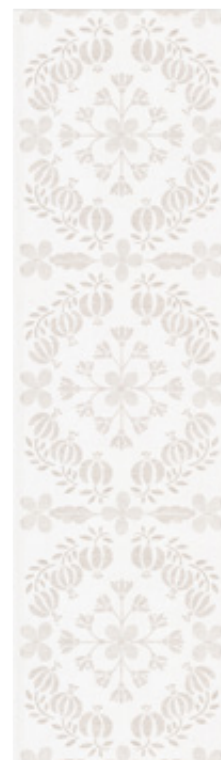
P1



ELEGANS

Design: Virtuelli Design
Napkin 50x50 cm
 55% cotton, 45% linen

P2



ELEGANS

Design: Virtuelli Design
Runner 35x120 cm
 55% cotton, 45% linen

P1



FLOWERING P1
Design: Betty Svensson
Runner 35x120 cm
55% cotton, 45% linen



STRÅ 080 P1
Design: Betty Svensson
Runner 35x120 cm
55% cotton, 45% linen



AIRY 080 P1
Design: Ekelund Designstudio
Runner 35x120, 50x150 cm
55% cotton, 45% linen



AIRY 090 P1
Design: Ekelund Designstudio
Runner 35x120 cm
55% cotton, 45% linen



HERRGÅRDSROS P1
Design: Veronica Seipel Vejsholt
Runner 35x120 cm
55% cotton, 45% linen



FLOWERING P1
Design: Betty Svensson
Towel 35x50 cm
55% cotton, 45% linen



STRÅ 080 P1
Design: Betty Svensson
Towel 35x50 cm
55% cotton, 45% linen



AIRY 080 P1
Design: Ekelund Designstudio
Towel 35x50 cm
55% cotton, 45% linen



AIRY 090 P1
Design: Ekelund Designstudio
Towel 35x50 cm
55% cotton, 45% linen



HERRGÅRDSROS P1
Design: Veronica Seipel Vejsholt
Towel 35x50 cm
55% cotton, 45% linen



ROSETT

Rosett is a pattern designed by Ekelund's own Caroline Einarsson. With its softly geometric, repeating shapes, it carries a strong ambition to become a future classic. The gentle blue tones combined with green make it suitable all year round – just imagine setting the table for a New Year's celebration with Rosett!

ROSETT 010

Design: Caroline Einarsson

Tablecloth 145x145, 145x250, 145x300 cm

100% cotton

P1

EMBLA

Embla is a colorful addition to our Icons collection.

It comes in two colors and three sizes. A modern classic that suits every occasion, from graduation celebrations to cozy coffee gatherings.

Designed by Amanda Ryström, one of our inhouse designers at Ekelund.



NEW



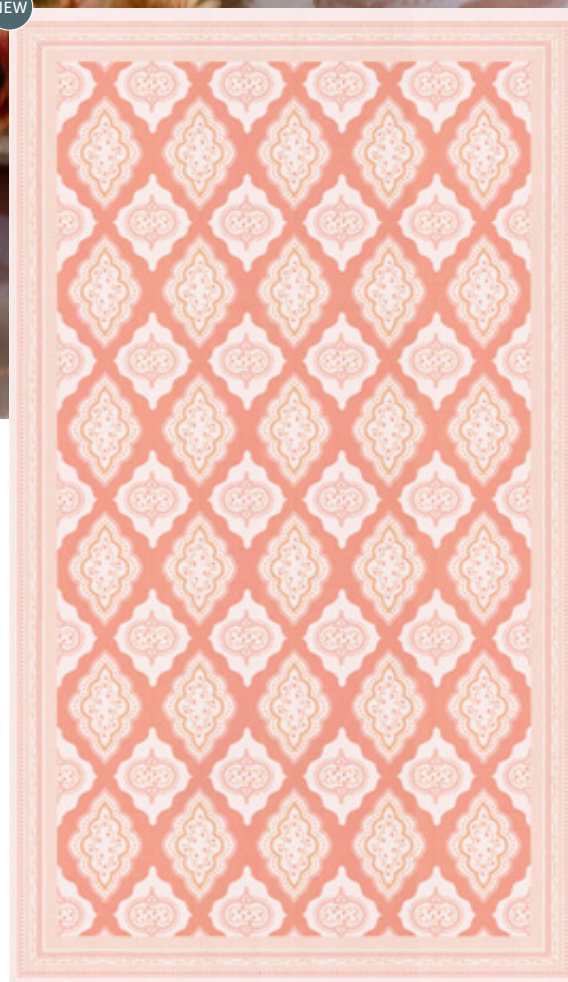
EMBLA 040

Design: Amanda Ryström

Tablecloth 145x145, 145x250, 145x300 cm
100% cotton

P1

NEW



EMBLA 050

Design: Amanda Ryström

Tablecloth 145x145, 145x250, 145x300 cm
100% cotton

P1

OUR DIFFERENT FABRIC QUALITIES

Depending on the weaving technique and the yarn, each textile can feel slightly different – almost like a different material. We always use 100 % organic cotton, sometimes blended with linen. The texture depends on whether we use three or six colours in the warp, a mix of linen and cotton, or if the textile is brushed for extra softness.

I

THREE-COLOUR WEAVING (3C)

Three-colour weaving uses yellow, blue, and red threads in the warp. Unlike six-colour weaving, it does not include black, white, or green. This creates a lighter textile, perfect when the design does not require those additional colours.

*Juni – throw and
cushion, woven
in six colors and
then brushed*

>

2

BRUSHED TEXTILE

Our throws and some pillow cases are brushed – a soft, fluffy surface achieved through a finishing process called brushing.

Brushing softens the fabric without compromising its durability, while also adding warmth, comfort and improved insulation for chilly evenings.



3

HALF-LINEN

Combining 45 % linen with 55 % cotton results in a strong and long-lasting textile. The fabric gains a subtle sheen and a firmer feel.

Our half-linen textiles are woven on a white, black, or red cotton warp.



A tablecloth woven in six colors becomes thicker and more durable
>

4

SIX-COLOUR WEAVING (6C)

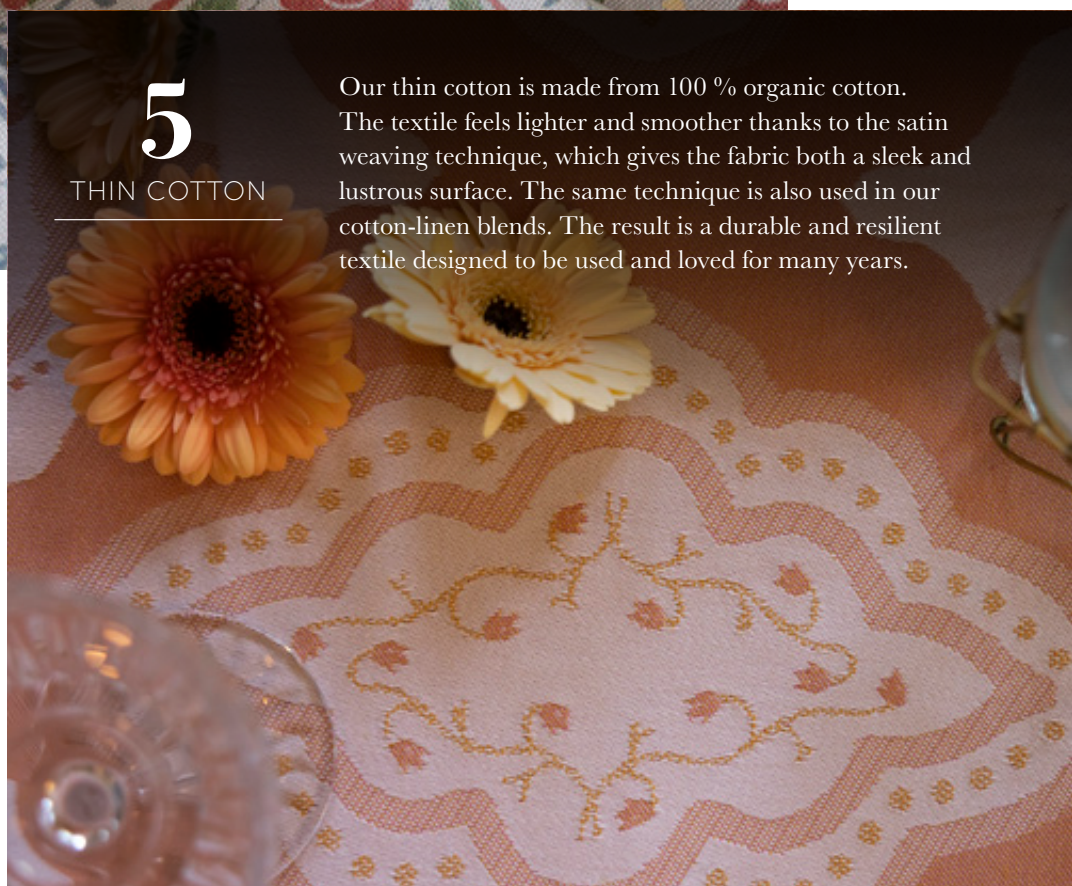
Six-colour weaving is a technique where we use white, yellow, green, red, blue, and black threads in the warp (the vertical threads in the fabric). These colours are combined using different bindings to create a wide range of colour variations.

The result is a tightly woven textile, ideal for detailed and intricate patterns.

5

THIN COTTON

Our thin cotton is made from 100 % organic cotton. The textile feels lighter and smoother thanks to the satin weaving technique, which gives the fabric both a sleek and lustrous surface. The same technique is also used in our cotton-linen blends. The result is a durable and resilient textile designed to be used and loved for many years.



SPRING

Among our Spring news, you'll of course find new takes on floral patterns. Did you know that 1970s design is making a big comeback in 2026? See page 21 for some true '70s vibes.



Towel – Belle

BELLE

Maria Olsson is the designer behind our tulip Belle. Woven in a blend of linen and cotton, it becomes a durable textile. The towel is perfect as a baking cloth, kitchen towel, or even as a placemat.

NEW



BELLE

Design: Makroform,
Maria Olsson
Runner 35x120 cm
55% cotton, 45% linen

P1

NEW



BELLE

Design: Makroform,
Maria Olsson
Towel 35x50 cm
55% cotton, 45% linen

P1



Towel – Belle



Towel – Belle



Towels – Magnolia

NEW



MAGNOLIA 6C, P1

Design: Ann Wessblad
Runner 35x120 cm
100% cotton

NEW



MAGNOLIA 6C, P1

Design: Ann Wessblad
Towel 35x50 cm
100% cotton



Towels – Daisy

NEW



DAISY 6C, P1

Design: Björk-Forth
Runner 35x120 cm
100% cotton

NEW



DAISY 6C, P1

Design: Björk-Forth
Towel 35x50 cm
100% cotton



Runner – Klara

NEW



KLARA 6C, P1

Design: Betty Svensson
Runner 35x80 cm
100% cotton

NEW



KLARA 6C, P1

Design: Betty Svensson
Towel 40x60 cm
100% cotton

NEW



SONJA 6C, P1

Design: Linda Forsberg
Runner 35x140 cm
100% cotton

NEW



SONJA 6C, P1

Design: Linda Forsberg
Towel 35x50 cm
100% cotton



Runner and towel – Sonja



Runner – Solbacka

NEW



SOLBACKA

P1

Design: Ann Wessblad
Runner 35x140 cm
100% cotton

NEW



SOLBACKA

P1

Design: Ann Wessblad
Towel 35x50 cm
100% cotton



DAFFODIL

6C, P1

Design: Betty Svensson
Towel 35x50 cm
100% cotton



DAFFODIL

6C, P1

Design: Betty Svensson
Runner 35x80 cm
100% cotton



DAFFODIL

6C, P1

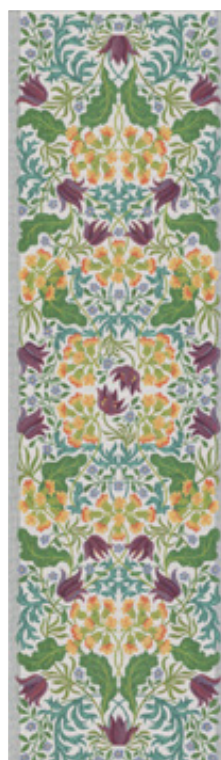
Design: Betty Svensson
Napkin 35x35 cm
100% cotton



DAFFODIL

6C, P1

Design: Betty Svensson
Placemat 35x48 cm
100% cotton



VÅRBLOMMOR **6C, P1**

Design: Linda Forsberg
Runner 35x120 cm
100% cotton



VÅRBLOMMOR **6C, P1**

Design: Linda Forsberg
Towel 35x50 cm
100% cotton



SOLBLOMMA 6C, P1
Design: Veronica Seipel Vejsholt
Towel 35x50 cm
100% cotton



VÅRVINDA 6C, P1
Design: Veronica Seipel Vejsholt
Towel 35x50 cm
100% cotton



VÅRVINDA 6C, P1
Design: Veronica Seipel Vejsholt
Runner 35x120 cm
100% cotton



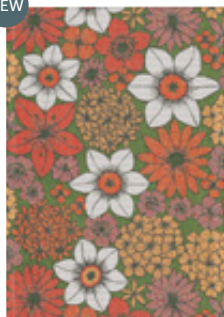
Runner – Solblomma

NEW



APRIL 6C, P1
Design: Betty Svensson
Runner 35x140 cm
100% cotton

NEW



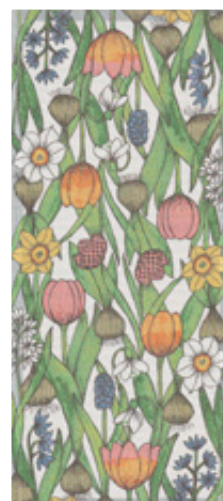
APRIL 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



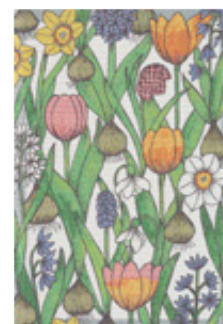
SOFT GREEN 6C, P1
Design: Sophia Forslund
Runner 35x100 cm
100% cotton



SOFT GREEN 6C, P1
Design: Sophia Forslund
Towel 35x50 cm
100% cotton



BLOMSTERLÖK 6C, P1
Design: Betty Svensson
Runner 35x80 cm
100% cotton



BLOMSTERLÖK 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



Towel – Carl

NEW



CARL **P1**
Design: Johanna Norrgård Larsson
Runner 35x120 cm
100% cotton

NEW



KARIN **3C, P1**
Design: Johanna Norrgård Larsson
Towel 35x50 cm
100% cotton

NEW



KARIN **3C, P1**
Design: Johanna Norrgård Larsson
Runner 35x120 cm
100% cotton

NEW



CARL **P1**
Design: Johanna Norrgård Larsson
Towel 35x50 cm
100% cotton



CARL AND KARIN

Inspired by traditional folk art from Dalarna, presented in two different colorways. *Carl* and *Karin* are named after the Swedish artist Carl Larsson and his wife, Karin.

Towel – Carl



BETTYS TULPANER

Design: Betty Svensson
Brushed plaid 140x170 cm
 100% cotton

6C  P1



BETTYS TULPANER 6C, P1

Design: Betty Svensson
Runner 35x120 cm
 100% cotton



VÄRKÄNSLA 6C, P1

Design: Malin Gyllensvaan
Towel 35x50 cm
 100% cotton



ALLIUM 6C, P1

Design: Betty Svensson
Towel 35x50 cm
 100% cotton



SPRINGTIME 6C, P1

Design: Betty Svensson
Towel 35x50 cm
 100% cotton



VÅRFRÖJD 6C, P1

Design: Ekelund Designstudio
Runner 35x120 cm
 100% cotton



VÅRFRÖJD 6C, P1

Design: Ekelund Designstudio
Towel 35x50 cm
 100% cotton



TULPANLUND 6C, P1

Design: Margareta Nyström
Towel 35x50 cm
 100% cotton



TULPANLUND 6C, P1

Design: Margareta Nyström
Runner 35x120 cm
 100% cotton



ALLIUM 6C, P1

Design: Betty Svensson
Runner 35x120 cm
 100% cotton

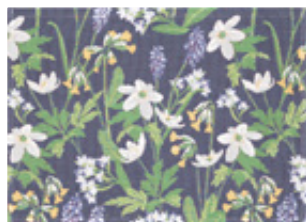


SPRINGTIME 6C, P1

Design: Betty Svensson
Runner 35x120 cm
 100% cotton



SPRING 6C, P1
Design: Björk-Forth
Towel 40x60 cm
100% cotton



SPRING 6C, P1
Design: Björk-Forth
Placemat 35x48 cm
100% cotton



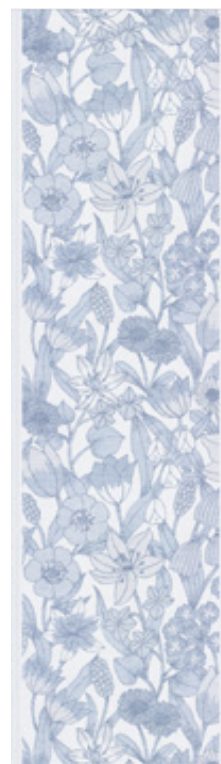
SPRING 6C, P1
Design: Björk-Forth
Runner 35x140 cm
100% cotton



ROSENDIMMA P1
Design: Malin Gyllensvaan
Towel 35x50 cm
100% cotton



BLÅVINGE P1
Design: Malin Gyllensvaan
Towel 35x50 cm
55% cotton, 45% linen



HAVSBLOM P1
Design: Betty Svensson
Runner 35x120, 50x150 cm
55% cotton, 45% linen



HAVSBLOM P1
Design: Betty Svensson
Napkin 35x35 cm
55% cotton, 45% linen



HAVSBLOM P1
Design: Betty Svensson
Towel 35x50, 50x70 cm
55% cotton, 45% linen



VÄRMYS P1
Design: Betty Svensson
Brushed plaid 140x170 cm/ Brushed pillow case 40x40 cm
100% cotton





ÅKERVINDA P1
Design: Linda Svensson Edevint
Towel 35x50, 48x70 cm
100% cotton



ÅKERVINDA P1
Design: Linda Svensson Edevint
Runner 35x120, 48x150 cm
100% cotton



ÅKERVINDA P1
Design: Linda Svensson Edevint
Table topper 75x75 cm
100% cotton



GRÖNSKA P1
Design: Björk-Forth
Table topper 75x75 cm
100% cotton



GRÖNSKA P1
Design: Björk-Forth
Towel 35x50 cm
100% cotton



GRÖNSKA P1
Design: Björk-Forth
Placemat 35x48 cm
100% cotton



Brushed plaid and pillow case – Värmys



GRÖNSKA P1
Design: Björk-Forth
Tablecloth 145x250, 145x300 cm
100% cotton



GRÖNSKA P1
Design: Björk-Forth
Runner 35x120 cm
100% cotton



VÄRFÅGLAR 6C, P1
Design: Daiva Zubriene
Towel 35x50 cm
100% cotton

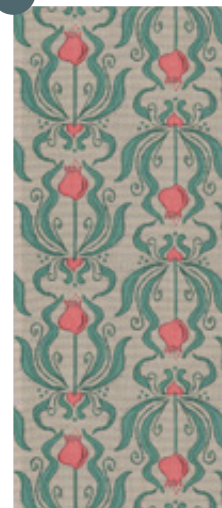


VÄRFÅGLAR 6C, P1
Design: Daiva Zubriene
Runner 35x120 cm
100% cotton



RONALDA 6C, P1
Design: Björk-Forth
Towel 35x50 cm
100% cotton

NEW



RONALDA 6C, P1
Design: Björk-Forth
Runner 35x80 cm
100% cotton



SOLBLÅ 6C, P1
Design: Virtuelli Design
Towel 35x50 cm
100% cotton



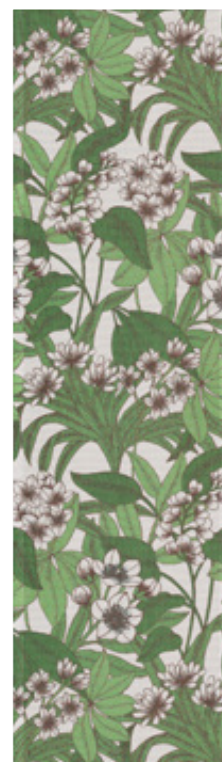
SOLBLÅ 6C, P1
Design: Virtuelli Design
Runner 35x80, 35x120 cm
100% cotton



SKOGLIND 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



SKOGLIND 6C, P1
Design: Betty Svensson
Placemat 35x48 cm
100% cotton



SKOGLIND 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



SNÖDROPPE
Design: Ann Wessblad
Runner 35x120 cm
55% cotton, 45% linen

P1



SNÖDROPPE
Design: Ann Wessblad
Towel 35x50 cm
55% cotton, 45% linen

P1

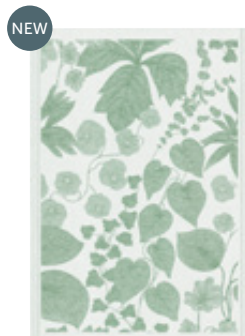
TURN YOUR TOWEL INTO A PLACEMAT

Love a pattern but can't find it as a placemat? Here's a tip – use the towel instead! The size works perfectly, and it's a great way to let one product serve several purposes.



CAROLINE
Design: Caroline Einarsson
Runner 35x80 cm
55% cotton, 45% linen

P1



CAROLINE
Design: Caroline Einarsson
Towel 35x50 cm
55% cotton, 45% linen

P1



Runner and towel – Caroline

EASTER

Our Easter collection is a playful tribute to spring and its holiday. Classic patterns blend with Easter motifs like eggs and chicks.



Runner and Towel – Rooster



ROOSTER 6C, P1
Design: Ekelund Designstudio
Placemat 35x48 cm
100% cotton



HÖNSHUS 6C, P1
Design: Daiva Zubriene
Placemat 35x48 cm
100% cotton



EASTER CHICKEN 6C, P1
Design: Malin Gyllensvaan
Towel 35x50 cm
100% cotton



FÄRGCIKREL 6C, P1
Design: Malin Gyllensvaan
Towel 35x50 cm
100% cotton



ROOSTER 6C, P1
Design: Ekelund Designstudio
Towel 35x50 cm
100% cotton



HÖNSHUS 6C, P1
Design: Daiva Zubriene
Towel 35x50 cm
100% cotton



FJÄDERBLOM 6C, P1
Design: Linda Forsberg
Towel 35x50 cm
100% cotton



EGG COLLECTION 6C, P1
Design: Malin Gyllensvaan
Towel 35x50 cm
100% cotton



ROOSTER 6C, P1
Design: Ekelund Designstudio
Runner 35x120 cm
100% cotton



HÖNSHUS 6C, P1
Design: Daiva Zubriene
Runner 35x120 cm
100% cotton



FJÄDERBLOM 6C, P1
Design: Linda Forsberg
Runner 35x100 cm
100% cotton



EGG COLLECTION 6C, P1
Design: Malin Gyllensvaan
Runner 35x120 cm
100% cotton

ALWAYS MADE IN SWEDEN

In the small village of Horred in southern Sweden, the looms have never fallen silent since 1692. Every Ekelund textile is woven from 100 % organic materials, created to leave a small footprint on the environment and a lasting impression in the home.



EVERY THREAD HAS A STORY

At Ekelund, that's truly the case.
Every thread carries a story – and ours began in 1692.
This is how the story of 2026 began.

THIS YEAR'S COLORS AND PATTERNS

This year's colors and patterns have been chosen – and in some cases designed – by Caroline and Amanda from our in-house design team. Inspired by the year's trend colors, they've refined a palette that perfectly complements our products.

Among the shades, we find brown and beige, green and blue, apricot, pink, and burnt red – all presented in varying tones and depths.



Did you know...

THAT NO FEWER THAN TEN
NEW TABLECLOTH DESIGNS HAVE
BEEN INTRODUCED IN 2026.

TOWELS THROUGH
THE SEWING MACHINES:

500
/HOUR

WE LOVE TOWELS!

Ekelund has 273 towels in the size 35 x 50 cm – each with its own unique pattern – in our standard collection.



HOW A PRODUCT COMES TO LIFE

As always, you'll find new patterns across all our product categories. But how does a pattern become a tablecloth, napkin, towel, or placemat – while others only become a towel? The answer is simple: we let the pattern decide.

When developing each year's new collection, we review our existing range down to the very last thread. Some products are discontinued to make room for others – and then the pattern takes the lead. Certain designs simply don't lend themselves to being enlarged into a runner, while others grow even stronger when scaled up – like Havet (a 2025 throw), which evolved into Ocean for 2026.



In-house design team: Amanda and Caroline

SUMMER

Many of our summer patterns are inspired by the Swedish countryside. This year, we present five designs that are perfect to mix and match – naturally photographed together in the beauty of a Swedish summer setting. You'll find them as runners and towels – and who says you can't set the table with a towel?



Selection of runners

NEW



BROBY 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton

NEW



BROBY 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton

BROBY

Betty Svensson's pattern Broby evokes the charm of a blooming grandmother's garden.

A richly detailed design where our unique weaving technique brings every flower and leaf to life – woven in 100 % organic cotton.



Runner – Broby



Runner – Broby



NEW



FÅGELLIV

Design: Linn Warne
Runner 35x140 cm
 100% cotton

6C, P1

NEW



FÅGELLIV

Design: Linn Warne
Towel 35x50 cm
 100% cotton

6C, P1



Towels – Fågelliv



VILDBLOMMOR 6C, P1

Design: Betty Svensson
Towel 35x50 cm
 100% cotton



VILDBLOMMOR 6C, P1

Design: Betty Svensson
Runner 35x120 cm
 100% cotton



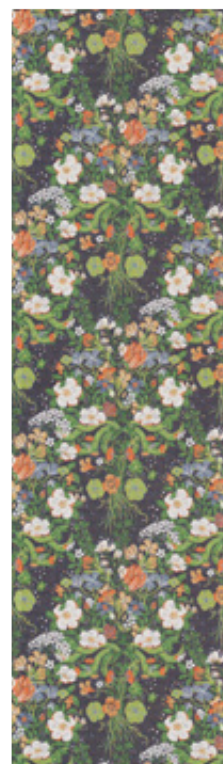
SKOGSBRÅKEN 6C, P1

Design: Björk-Forth
Runner 35x120 cm
 100% cotton



VÅGRENEN 6C, P1

Design: Lina Schnauffer
Towel 35x50 cm
 100% cotton



VÅGRENEN 6C, P1

Design: Lina Schnauffer
Runner 35x120 cm
 100% cotton

NEW



LÖVKVIST 6C, P1
Design: Björk-Forth
Runner 35x120 cm
100% cotton

NEW



LÖVKVIST 6C, P1
Design: Björk-Forth
Towel 35x50 cm
100% cotton



Runner – Lökvist



Runner and Towel – Trädgårdsfest

NEW



TRÄDGÅRDSFEST 6C, P1
Design: Linn Warme
Runner 35x140 cm
100% cotton

NEW



TRÄDGÅRDSFEST 6C, P1
Design: Linn Warme
Towel 35x50 cm
100% cotton

NEW



LINN
Design: Linn Warne
Runner 35x140 cm
100% cotton

NEW



LINN
Design: Linn Warne
Towel 35x50 cm
100% cotton



Runner and towel – Linn



BEHIND THE SCENES

When creating our images, we draw much of our inspiration, just like our designers, from the colors and shapes found in nature. Here, for example, we photographed our new floral patterns at Vareborgs Berry Farm in Varberg. Supporting other local businesses is also something we value and strive for.



SELMA

6C, P1

Design: Ekelund Designstudio
Placemat 35x48 cm
100% cotton



SELMA

6C, P1

Design: Ekelund Designstudio
Napkin 35x35 cm
100% cotton



SELMA

6C, P1

Design: Ekelund Designstudio
Runner 35x120 cm
100% cotton

SELMA

6C, P1

Design: Ekelund Designstudio
Towel 40x60 cm
100% cotton



SELMA

6C  **P1**

Design: Ekelund Designstudio
Brushed plaid 140x170 cm / **Brushed pillow case** 40x40 cm
100% cotton

Brushed plaid and pillow case – Selma



SOMMARTID 6C, P1
Design: Leif Holgersson
Napkin 35x35 cm
100% cotton



SOMMARTID 6C, P1
Design: Leif Holgersson
Placemat 35x48 cm
100% cotton



SOMMARTID 6C, P1
Design: Leif Holgersson
Towel 40x60 cm
100% cotton

SOMMARTID 6C, P1
Design: Leif Holgersson
Runner 35x80, 35x140 cm
100% cotton



SOMMARTID 6C, P1
Design: Leif Holgersson
Tablecloth 145x145, 145x250, 145x300 cm
100% cotton



Tablecloth and napkin – Sommartid



Tablecloth and napkin – Sommartid



VILDBLOMSTER 6C, P1
Design: Betty Svensson
Runner 35x100 cm
100% cotton



VILDBLOMSTER 6C, P1
Design: Betty Svensson
Placemat 35x48 cm
100% cotton



VILDBLOMSTER 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



VILDBLOMSTER 6C P1
Design: Betty Svensson
Brushed plaid 140x170 cm/**Brushed pillow case** 40x40 cm
100% cotton



SOMMAR 6C, P1
Design: Ekelund Designstudio
Placemat 35x48 cm
100% cotton



SOMMAR 6C, P1
Design: Ekelund Designstudio
Napkin 35x35 cm
100% cotton



SOMMAR 6C, P1
Design: Ekelund Designstudio
Runner 35x80, 35x120 cm
100% cotton



SOMMAR 6C, P1
Design: Ekelund Designstudio
Tablecloth 145x145, 145x250, 145x300 cm
100% cotton



Tablecloth – Blomglänta



BLOMKRANS 6C, P1
Design: Daiva Zubriene
Runner 35x120 cm
100% cotton



BLOMGLÄNTA 6C, P1
Design: Virtuelli Design
Placemat 35x48 cm
100% cotton



BLOMKRANS 6C, P1
Design: Daiva Zubriene
Towel 35x50 cm
100% cotton



BLOMGLÄNTA 6C, P1
Design: Virtuelli Design
Towel 35x50 cm
100% cotton



BLOMGLÄNTA 6C, P1
Design: Virtuelli Design
Runner 35x120 cm
100% cotton



BLOMGLÄNTA 6C, P1
Design: Virtuelli Design
Tablecloth 145x145, 145x250, 145x300 cm
100% cotton

NEW



FIONA 6C, P1
Design: Lina Schnaufer
Towel 35x50 cm
100% cotton

NEW



FIONA 6C, P1
Design: Lina Schnaufer
Runner 35x120 cm
100% cotton



BLOMSTERFEST 6C, P1
Design: Linda Forsberg
Towel 35x50 cm
100% cotton



BLOMSTERFEST 6C, P1
Design: Linda Forsberg
Runner 35x120 cm
100% cotton



Runner and Towel – Fiona

NEW



Front


NEW



Back

NEW



JUNI 6C  P1
Design: Björk-Forth
Brushed plaid 140x170 cm, **Brushed pillow case** 40x40 cm
100% cotton

A photograph of a window seat with wooden paneling. The seat is filled with several cushions: two with vertical stripes in orange and cream, one with a large floral pattern in pink, orange, and green, and a plain beige one. A striped cushion is also visible on the right. A throw blanket with a colorful floral pattern is draped over a red, fringed ottoman in the foreground. The window looks out onto a green garden.

ABOUT JUNI

Juni is not only the name of our new throw and cushion – it's also the month when summer truly begins in Sweden.

With his design *Juni*, Björk-Forth has beautifully captured that feeling of lying in the middle of a blooming summer meadow.

Brushed plaid and pillow case – Juni

A photograph of a garden scene. In the foreground, a wooden table is covered with a white tablecloth featuring a yellow and green lemon pattern. Three yellow and white striped pillows are placed on the table. On the table, there are several glass bowls and a small brown bag. To the right of the table, a green watering can sits on the gravel ground. The background is a brick wall with a grey door that has a chevron pattern and a small arched window above it. Lush green plants and bushes surround the door.

WHEN LIFE GIVES
YOU LEMONS,
MAKE LEMONADE

NEW



CITRONER

Design: Betty Svensson

Tablecloth 145x145, 145x250, 145x300 cm
100% cotton

6C, P1



CITRONER

6C, P1

Design: Betty Svensson
Towel 40x60 cm
100% cotton

NEW



MAJA

6C, P1

Design: Betty Svensson
Towel 35x50 cm
100% cotton

NEW



MAJA

6C, P1

Design: Betty Svensson
Runner 35x120 cm
100% cotton



CITRONER

6C, P1

Design: Betty Svensson
Runner 35x80, 35x120 cm
100% cotton



TRÄDGÅRDSBÄR

Design: Betty Svensson
Towel 40x60 cm
100% cotton



SOMMARPRIMÖRER

Design: Betty Svensson
Towel 40x60 cm
100% cotton



GREENERY

6C, P1

Design: Ekelund Designstudio
Towel 35x50 cm
100% cotton



AVOKADO

6C, P1

Design: Ekelund Designstudio
Towel 40x60 cm
100% cotton



TOMATER

6C, P1

Design: Ekelund Designstudio
Towel 40x60 cm
100% cotton

NEW



MASKROS P1
Design: Caroline Einarsson
Towel 35x50 cm, 48x70 cm
100% cotton



ÄNGSBLÅ P1
Design: Betty Svensson
Towel 35x50, 48x70 cm
100% cotton



GRÖNKVIST P1
Design: Betty Svensson
Towel 35x50, 48x70 cm
100% cotton



ROSLAD P1
Design: Betty Svensson
Towel 35x50, 48x70 cm
100% cotton



FLOWER 3C, P1
Design: Virtuelli Design
Towel 35x50 cm
100% cotton



PELARGONIA 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



PIONDRÖM 6C, P1
Design: Margareta Nyström
Towel 35x50 cm
100% cotton



FÄRGGLÄDJE 3C, P1
Design: Virtuelli Design
Towel 35x50 cm
100% cotton



SKOGSKVITTER 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



FLOWER 3C, P1
Design: Virtuelli Design
Runner 35x120 cm
100% cotton



PELARGONIA 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



PIONDRÖM 6C, P1
Design: Margareta Nyström
Runner 35x120 cm
100% cotton



FÄRGGLÄDJE 3C, P1
Design: Virtuelli Design
Runner 35x120 cm
100% cotton



SKOGSKVITTER 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton

NEW



NATTKLOCKA 6C, P1

Design: Malin Gyllensvaan

Towel 35x50 cm

100% cotton



SOLKRONA 6C, P1

Design: Malin Gyllensvaan

Towel 35x50 cm

100% cotton



Towels – Nattklocka and Solkrona



Tablecloth – Blomsterfång



BLOMSTERFÅNG 6C, P1

Design: Betty Svensson

Tablecloth 145x145, 145x250, 145x300 cm

100% cotton

6C, P1



BLOMSTERFÅNG 6C, P1

Design: Betty Svensson

Runner 35x80, 35x140 cm

100% cotton



Tablecloth – Skogsblå



SKOGSBLÅ

P1

Design: Linda Forsberg

Tablecloth 145x145, 145x250, 145x300 cm

100% cotton



ORMBUNKAR

P1

Design: Ann Glansén

Towel 35x50, 50x70 cm

55% cotton, 45% linen



FLYTANDE BLÅ

P1

Design: Betty Svensson

Placemat 35x48 cm

100% cotton



FLYTANDE BLÅ

P1

Design: Betty Svensson

Table topper 75x75 cm

100% cotton



FLYTANDE BLÅ

P1

Design: Betty Svensson

Towel 35x50 cm

100% cotton



FLYTANDE BLÅ

P1

Design: Betty Svensson

Runner 35x120 cm

100% cotton

A young man with light brown hair, wearing a dark green button-down shirt and a dark apron, is carefully tending to a potted plant. He is standing behind a table covered with a dark green tablecloth featuring a large, intricate floral pattern in white and yellow. The plant he is working on is a fern with light green, feathery fronds, housed in a simple brown terracotta pot. In the background, there are several other large, lush green plants, including a prominent Philodendron with large, heart-shaped leaves. The scene is set indoors, with soft, natural light filtering through a window in the background, creating a warm and inviting atmosphere.

REDISCOVER OLD PATTERNS

Sometimes you can't see the forest for the trees. That's why we felt a special fondness for the tablecloths Skogsblå, Blomsterfång and Blomglänta (on page 41), and wanted to bring them back into the spotlight. We hope you'll love them as much as we do – once again!



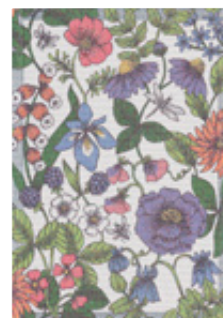
MEADOW 6C, P1
Design: Linda Forsberg
Towel 35x50 cm
100% cotton



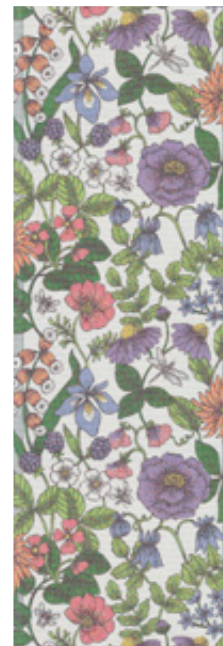
ÄNGSDRÖM 6C, P1
Design: Betty Svensson
Napkin 35x35 cm
100% cotton



ÄNGSDRÖM 6C, P1
Design: Betty Svensson
Runner 35x140 cm
100% cotton



FLORA 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



FLORA 6C, P1
Design: Betty Svensson
Runner 35x80, 35x140 cm
100% cotton



ÄNGSDRÖM 6C, P1
Design: Betty Svensson
Placemat 35x48 cm
100% cotton



ÄNGSDRÖM 6C, P1
Design: Betty Svensson
Towel 40x60 cm
100% cotton



BLOMSTERFÄLT 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



BLOMSTERFÄLT 6C, P1
Design: Betty Svensson
Runner 35x140 cm
100% cotton



SKOGSBLOM 6C, P1
Design: Lina Schnauffer
Runner 35x120 cm
100% cotton



SKOGSBLOM 6C, P1
Design: Lina Schnauffer
Towel 35x50 cm
100% cotton



COLOURFUL 6C, P1
Design: Ekelund Designstudio
Towel 35x50 cm
100% cotton



COLOURFUL 6C, P1
Design: Ekelund Designstudio
Runner 35x80, 35x120 cm
100% cotton



Brushed plaid – Kärleken



KÄRLEKEN

6C  P1

Design: Lina Schnaufer

Brushed plaid 140x170 cm, **brushed pillow case** 40x40 cm
100% cotton



COLOURFUL

6C  P1

Design: Ekelund Designstudio

Brushed plaid 140x170 cm, **brushed pillow case** 40x40 cm
100% cotton



BUKETT

6C  P1

Design: Malin Gyllensvaan

Brushed plaid 140x170 cm
100% cotton

SWEDEN

In addition to our bestselling patterns *Kurbitshäst* and *Blomsterhäst*, this year we're introducing *Torplyckan* in a new color scheme, and we've never looked forward to setting the midsummer table as much as when the new *Torplyckan* came to life. The popular *Akvarell* pattern has also gained a new companion, now available as a towel.





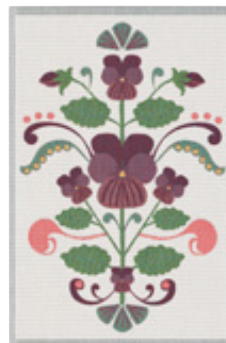
LINDAS BLÅKLOCKA 6C, P1
Design: Linda Svensson Edevint
Towel 40x60 cm
100% cotton



LINDAS TULPAN 6C, P1
Design: Linda Svensson Edevint
Towel 40x60 cm
100% cotton



LINDAS VALLMO 6C, P1
Design: Linda Svensson Edevint
Towel 40x60 cm
100% cotton



LINDAS VIOL 6C, P1
Design: Linda Svensson Edevint
Towel 40x60 cm
100% cotton

ABOUT AKVARELL

Last year's newcomer Akvarell has now been expanded with an additional product – a towel. Woven in 100 % organic cotton, the design is rich in small, intricate details – a pattern that feels just as at home in a cozy summer cottage as in a grand manor house.



AKVARELL 6C, P1
Design: Linda Forsberg
Runner 35x120 cm
100% cotton

NEW



AKVARELL 6C, P1
Design: Linda Forsberg
Towel 35x50 cm
100% cotton



Towel – Akvarell



PARHÄSTAR

Design: Betty Svensson

Brushed plaid 140x170 cm, brushed pillow case 40x40 cm
100% cotton

3C  P1



Brushed plaid and pillow case – Parhästar



Brushed plaid and pillow case – Parhästar



WHAT DOES THE LITTLE BRUSH MEAN?

It shows that the product is brushed. All our throws are brushed, which actually makes them a little warmer.

The process involves the woven throw – or pillow case cover – passing through a machine with thousands of tiny needles that lift the fibres to create a soft, brushed surface.

The result is a throw that's fluffier, softer, and wonderfully cozy.



KURBITSBLOM

Design: Virtuelli Design

Brushed plaid 140x170 cm, **brushed pillow case** 40x40 cm
100% cotton

3C  P1



BLOMSTERHÄST 6C, P1

Design: Betty Svensson

Runner 35x100 cm
100% cotton



KURBITSHÄST 3C, P1

Design: Betty Svensson

Towel 35x50, 48x70 cm
100% cotton



BLOMSTERHÄST 6C, P1

Design: Betty Svensson

Towel 35x50 cm
100% cotton



Brushed plaid and pillow case – Kurbitsblom



NEW



TORPLYCKAN 599 6C, P1
Design: Susanne Andersson
Towel 40x60 cm
100% cotton



TORPLYCKAN 599 6C, P1
Design: Susanne Andersson
Tablecloth 145x145, 145x250, 145x300 cm
100% cotton



NEW COLOR SCHEME

This year, we've developed a new color scheme for our beloved Swedish pattern Torplyckan. Drawing inspiration from traditional kurbits art, we've reimagined it in a palette of classic Swedish colors, red, blue, green, and yellow. Highlighting its heritage while ensuring it feels perfectly at home in any interior.



ABOUT NORRLED & ÖSTERLED

The patterns Norrled and Österled are designed by Heidi Lange, whose work is inspired by the timeless magic and symbolism of Sámi culture. The designs reflect a deep connection to the mystique of the Nordic landscape and capture the meeting between heritage and contemporary expression.

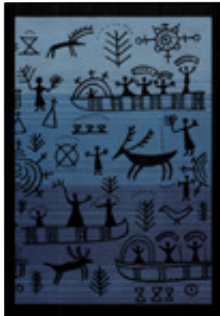
Through these patterns, Ekelund celebrates the artistry of Nordic design and the stories that unite us across time and place.



NORRLED P1
Design: Heidi Lange
Towel 35x50 cm
100% cotton



ÖSTERLED 930 P1
Design: Heidi Lange
Towel 35x50 cm
100% cotton



ÖSTERLED 910 P1
Design: Heidi Lange
Towel 35x50 cm
100% cotton



ÖSTERLED 980 P1
Design: Heidi Lange
Towel 35x50 cm
55% cotton, 45% linen



NORRLED P1
Design: Heidi Lange
Runner 35x120 cm
100% cotton



ÖSTERLED 930 P1
Design: Heidi Lange
Runner 35x120 cm
100% cotton



ÖSTERLED 910 P1
Design: Heidi Lange
Runner 35x120 cm
100% cotton



ÖSTERLED 980 P1
Design: Heidi Lange
Runner 35x120 cm
55% cotton, 45% linen

THE SWEDISH GIFT

Bringing a piece of Sweden with you couldn't be easier than this. This collection also carries a touch of cultural history.



BLOMSTERSLINGA 3C, P1
Design: Ann Wessblad
Runner 35x120 cm
100% cotton



BLOMSTERSLINGA 3C, P1
Design: Ann Wessblad
Towel 35x50 cm
100% cotton



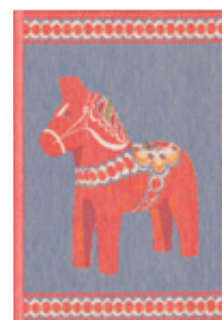
KURBITSBLOM 3C, P1
Design: Virtuelli Design
Runner 35x120 cm
100% cotton



KURBITSBLOM 3C, P1
Design: Virtuelli Design
Towel 35x50 cm
100% cotton



SVERIGE P1
Design: Marita Bergman
Towel 35x50 cm
100% cotton



DALAHANDDUKEN 3C, P1
Design: Grannas A. Olsson
Towel 35x50 cm
100% cotton



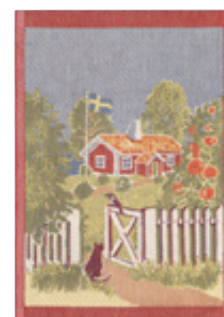
FOLKFEST 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



NILS HOLGERSSON 3C, P1
Design: Carina Backman
Towel 35x50 cm
100% cotton



SVENSK SOMMAR 3C, P1
Design: Marianne Welanders
Towel 35x50 cm
100% cotton



MITT SVERIGE 3C, P1
Design: Leif Holgersson
Towel 35x50 cm
100% cotton

MARITIME

Among the new designs created for this collection, you'll find *Oh La Mer*, a humorous and playful pattern that adds a lighthearted touch to the collection. In addition, our design team has revisited the earlier pattern *Havet* and transformed it into a new one — *Ocean*. Both the pillow case and throw come in soft, ocean-inspired colors.



Brushed plaid and pillow cases — Ocean



HAVET

Design: Malin Gyllensvaan
Brushed plaid 140x170 cm
 100% cotton

6C  P1



Brushed plaid – Havet



OCEAN

Design: Malin Gyllensvaan
Brushed plaid 140x170 cm, **Brushed pillow case** 40x40 cm
 100% cotton

6C  P1



Brushed plaid and pillow cases – Ocean

SWEDISH WEST COAST

The West Coast is famous for its striking rock formations, shallow sandy beaches, quaint fishing villages, and delicious food and drink. Here you eat a lot of shellfish, oysters, freshly caught fish and seaweed. Everything is grown sustainably.



ARIELLE 6C, P1
Design: Linda Forsberg
Towel 35x50 cm
100% cotton



HAVSBRIS P1
Design: Veronica Seipel Vejsholt
Towel 35x50 cm
100% cotton



ARIELLE 6C, P1
Design: Linda Forsberg
Runner 35x120 cm
100% cotton



HAVSBRIS P1
Design: Veronica Seipel Vejsholt
Runner 35x120 cm
100% cotton



Runner and towel – Arielle



Runner and towel – Arielle



KORALL 6C, P1
Design: Linda Svensson Edevint
Towel 40x60 cm
100% cotton



STRANDKVANNE 6C, P1
Design: Makroform, Maria Olsson
Towel 40x60 cm
100% cotton



MÅSAR 6C, P1
Design: Makroform, Maria Olsson
Towel 40x60 cm
100% cotton



SEAFOOD 6C, P1
Design: Malin Gyllensvaan
Towel 35x50 cm
100% cotton



Napkin – Kräftband and Tablecloth – Gåsöga



Towel – Seafood



KRÄFTBAND P1
Design: Caroline Einarsson
Napkin 35x35 cm
55% cotton, 45% linen



OSTRONBAND P1
Design: Caroline Einarsson
Napkin 35x35 cm
55% cotton, 45% linen



SKALDJURSFEST 6C, P1
Design: Makroform, Maria Olsson
Towel 40x60 cm
100% cotton



SKALDJURSFEST 6C, P1
Design: Makroform, Maria Olsson
Placemat 35x48 cm
100% cotton

NEW



OH LA MER! 032 P1
Design: Sophia Forslund
Towel 35x50 cm
100% cotton

NEW



OH LA MER! 012 P1
Design: Sophia Forslund
Towel 35x50 cm
100% cotton

OH LA MER!

A playful pattern available in two colourways, woven in 100 % organic cotton and designed by the emerging design studio Forslundska Form.

In 2024, Forslundska Form received the Formbärare of the Year award, presented by Svensk Form, Sweden's largest design association.



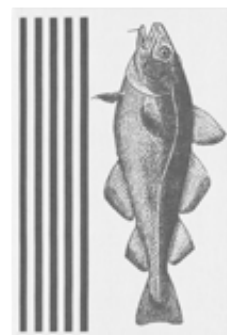
Towel – Oh la mer!



Towel – Firrär



FISKELÄGE P1
Design: Ylva Kongbäck
Towel 35x50 cm
100% cotton



COD P1
Design: Ann Glansén
Towel 35x50, 48x70 cm
100% cotton



FIRRAR 6C, P1
Design: Veronica Seipel Vejsholt
Towel 40x60 cm
100% cotton



FIRRAR 6C, P1
Design: Veronica Seipel Vejsholt
Placemat 35x48 cm
100% cotton



SJÖBOD 6C, P1
Design: Daiva Zubriene
Runner 35x120 cm
100% cotton



SJÖBOD
Design: Daiva Zubriene
Placemat 35x48 cm
100% cotton



SJÖBOD 6C, P1
Design: Daiva Zubriene
Towel 35x50 cm
100% cotton



SJÖBOD
Design: Daiva Zubriene
Brushed plaid 140x170 cm, **Brushed pillow case** 40x40 cm
100% cotton



6C P1



Brushed plaid and pillow case – Sjöbod



Brushed plaid and pillow case – Sjöbod

AUTUMN

This year's autumn collection has been expanded with patterns inspired by vegetables, fruits, and organic shapes. Two of these have become irresistible tablecloths, *Idala* and *Toscana*. *Idala* is just as beautiful on the reverse side as it is on the front. Our in-house designer *Amanda* has also put her touch on the new patterns *Amanda* and *Lollo*, and it's almost impossible to choose just one.



Tablecloth – *Toscana*

NEW



TOSCANA

Design: Betty Svensson

Tablecloth 145x145, 145x250, 145x300 cm
100% cotton

6C, P1

NEW



TOSCANA

6C, P1

Design: Betty Svensson

Runner 35x80 cm
100% cotton

NEW



TOSCANA

6C, P1

Design: Betty Svensson

Towel 35x50 cm
100% cotton

TOSCANA

Our new design Toscana evokes the feeling of an olive grove in Tuscany. Woven with six colours and made from 100% organic cotton. Available in several tablecloth sizes, a runner, and a towel. Goditi la bellezza!



Runner – Toscana



Towel – Toscana



Runner and Towel – Kronärtskocka

NEW



KRONÄRTSKOCKA 6C, P1

Design: Malin Gyllensvaan
Runner 35x80 cm
100% cotton

NEW



KRONÄRTSKOCKA 6C, P1

Design: Malin Gyllensvaan
Towel 35x50 cm
100% cotton



GRÖNMIX 6C, P1

Design: Betty Svensson
Towel 40x60 cm
100% cotton



ROTFRUKT 6C, P1

Design: Betty Svensson
Towel 40x60 cm
100% cotton



HÖSTSKÖRD 6C, P1

Design: Linda Forsberg
Runner 35x140 cm
100% cotton



ÄPPELBÄR 6C, P1

Design: Ekelund Designstudio
Runner 35x140 cm
100% cotton



ÄPPELBÄR 6C, P1

Design: Ekelund Designstudio
Napkin 35x35 cm
100% cotton



RÄVDANS 6C, P1

Design: Malin Gyllensvaan
Towel 35x50 cm
100% cotton



HÖSTSKÖRD 6C, P1

Design: Linda Forsberg
Towel 35x50 cm
100% cotton



ÄPPELBÄR 6C, P1

Design: Ekelund Designstudio
Towel 35x50 cm
100% cotton

NEW



GLIMMA 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton

NEW



GLIMMA 6C, P1
Design: Betty Svensson
Towel 40x60 cm
100% cotton



Runner – Glimma



Runner – Agnes

NEW



AGNES 6C, P1
Design: Betty Svensson
Runner 35x80 cm
100% cotton

NEW



AGNES 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



Towel – Amanda



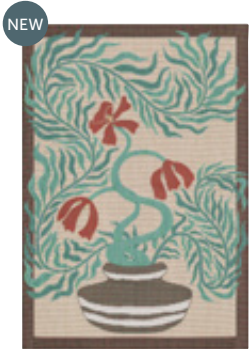
AMANDA 6C, P1
Design: Amanda Ryström
Runner 35x120 cm
100% cotton



AMANDA 6C, P1
Design: Amanda Ryström
Towel 35x50 cm
100% cotton



Towel – Lollo



LOLLO 6C, P1
Design: Amanda Ryström
Towel 35x50 cm
100% cotton



LOLLO 6C, P1
Design: Amanda Ryström
Runner 35x120 cm
100% cotton

WRONG SIDE CAN BE THE RIGHT SIDE

Turn the tables, or at least our products,
and you will discover more shades,
colors and ways to use them.

NEW



IDALA
Design: Betty Svensson
Towel 35x50 cm
100% cotton

NEW



IDALA
Design: Betty Svensson
Runner 35x120 cm
100% cotton

NEW



IDALA
Design: Betty Svensson
Tablecloth 145x145, 145x250, 145x300 cm
100% cotton

P1

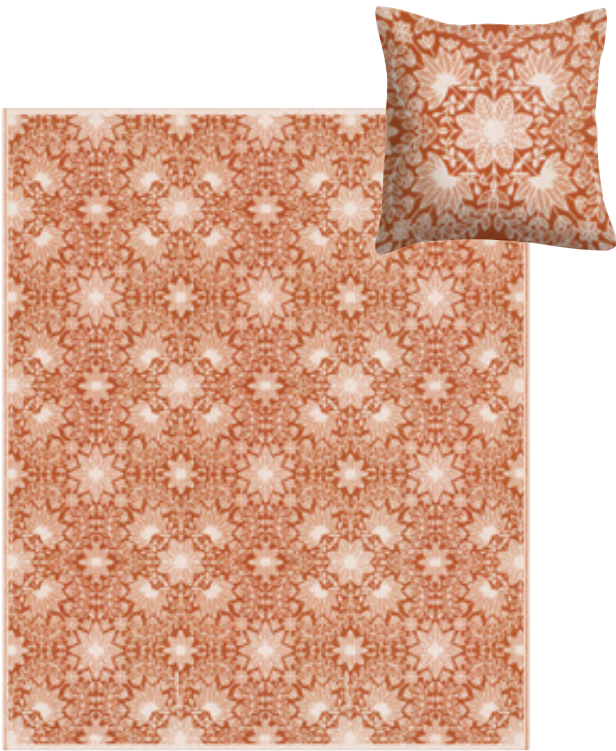




RÅVAR

Design: Björk-Forth
Brushed plaid 140x170 cm, Brushed pillow case 40x40 cm
100% cotton

6C P1



SANDSTJÄRNA

Design: Betty Svensson
Brushed plaid 140x170 cm, Brushed pillow case 40x40 cm
100% cotton

P1



Runner - Humledal



HUMLEDAL

Design: Betty Svensson
Towel 40x60 cm
100% cotton

6C, P1



HUMLEDAL

Design: Betty Svensson
Runner 35x120 cm
100% cotton

6C, P1



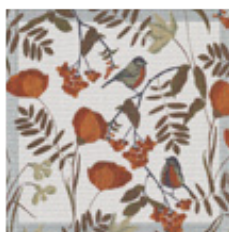


KVÄLLSBLOM

6C P1

Design: Betty Svensson

Brushed plaid 140x170 cm / Brushed pillow case 40x40 cm
100% cotton



FÅGLABÄCK 6C, P1

Design: Björk-Forth
Napkin 35x35 cm
100% cotton



FÅGLABÄCK 6C, P1

Design: Björk-Forth
Towel 35x50 cm
100% cotton



FÅGLABÄCK 6C, P1

Design: Björk-Forth
Runner 35x80, 35x120 cm
100% cotton



KVÄLLSBLOM 6C, P1

Design: Betty Svensson
Runner 35x120 cm
100% cotton



KVÄLLSBLOM 6C, P1

Design: Betty Svensson
Towel 35x50 cm
100% cotton



BRONSLÖV
Design: Betty Svensson
Runner 35x120 cm
100% cotton

P1



SKOGSFJÄDER
Design: Betty Svensson
Runner 35x120 cm
100% cotton

P1



BRONSLÖV
Design: Betty Svensson
Towel 35x50 cm
100% cotton

P1



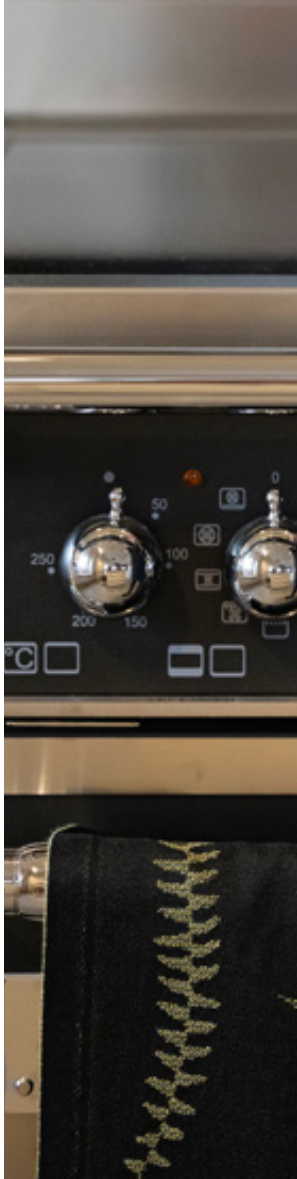
SKOGSFJÄDER
Design: Betty Svensson
Towel 35x50, 48x70 cm
100% cotton

P1



SKOGSFJÄDER
Design: Betty Svensson
Table topper 75x75 cm
100% cotton

P1



Towel – Cora



CORA 940
Design: Linda Svensson Edevint
Towel 35x50 cm
100% cotton

P1



CORA 940
Design: Linda Svensson Edevint
Runner 35x120 cm
100% cotton

P1



Towels – Bronslöv and Cora 940

BLACK WARP

A black warp gives the pattern a deeper and more distinctive expression. It enhances the colors used in the weave and adds contrast to the textile, making the weave more vibrant and full of character.



LÖK

P1

Design: Betty Svensson
Towel 35x50, 48x70 cm
100% cotton



MOROT

P1

Design: Betty Svensson
Towel 35x50, 48x70 cm
100% cotton



HYDRANGEA

P1

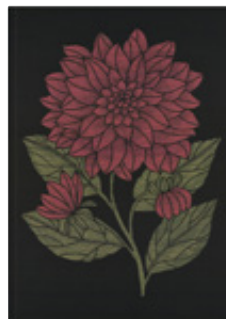
Design: Betty Svensson
Towel 35x50, 48x70 cm
100% cotton



HELIA

P1

Design: Betty Svensson
Towel 35x50, 48x70 cm
100% cotton



DAHLIA DEKORATIV

P1

Design: Betty Svensson
Towel 35x50, 48x70 cm
100% cotton



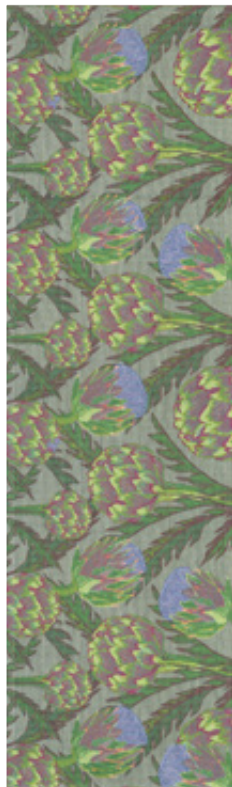
RÖDBETA

P1

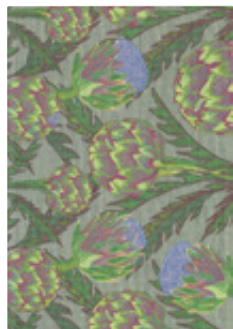
Design: Betty Svensson
Towel 35x50, 48x70 cm
100% cotton



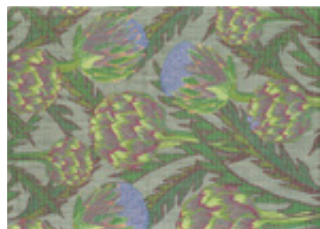
Towel – Cora 940



ARTICHOKE 6C, P1
Design: Kristina Petrauskiene
Runner 35x120 cm
100% cotton



ARTICHOKE 6C, P1
Design: Kristina Petrauskiene
Towel 35x50 cm
100% cotton



ARTICHOKE 6C, P1
Design: Kristina Petrauskiene
Placemat 35x48 cm
100% cotton



FÅGLABO 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



FÅGLABO 6C, P1
Design: Betty Svensson
Placemat 35x48 cm
100% cotton



FÅGLABO 6C, P1
Design: Betty Svensson
Towel 40x60 cm
100% cotton



FÅGLABO 6C, P1
Design: Betty Svensson
Napkin 35x35 cm
100% cotton



EKELID 6C, P1
Design: Leif Holgersson
Runner 35x120 cm
100% cotton



EKELID 6C, P1
Design: Leif Holgersson
Towel 40x60 cm
100% cotton



Towel – Ekelid



Towel – Plenty of pumpkins



PLENTY OF PUMPKINS 6C, P1

Design: Linda Forsberg

Towel 35x50 cm

100% cotton



PLENTY OF PUMPKINS 6C, P1

Design: Linda Forsberg

Runner 35x120 cm

100% cotton



KOLTRAST 6C, P1

Design: Leif Holgersson

Towel 40x60 cm

100% cotton



KOLTRAST 6C, P1

Design: Leif Holgersson

Napkin 35x35 cm

100% cotton



KOLTRAST 6C, P1

Design: Leif Holgersson

Runner 35x120 cm

100% cotton



KOLTRAST

Design: Leif Holgersson

Placemat 35x48 cm

100% cotton

6C, P1



SVAMPRIK 6C, P1

Design: Betty Svensson

Towel 40x60 cm

100% cotton



SVAMPRIK 6C, P1

Design: Betty Svensson

Runner 35x120 cm

100% cotton



LÖVSTA 6C, P1

Design: Betty Svensson

Runner 35x120 cm

100% cotton



*Brushed plaid and pillow case – Höstnatur
Pillow case – Pimpernel*



HÖSTNATUR

6C  P1

Design: Betty Svensson

Brushed plaid 140x170 cm, **Brushed pillow case** 40x40 cm
100% cotton



SOFT

6C  P1

Design: Betty Svensson

Brushed plaid 140x170 cm, **Brushed pillow case** 40x40 cm
100% cotton



Brushed plaid and pillow case – Soft

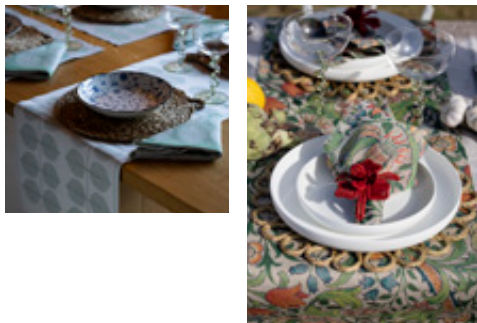
GLOBAL PATTERNS – SWEDISH CRAFT

Choosing the right design is about blending culture, function, and aesthetics to create something that feels both beautiful and practical in everyday life. That's why we've chosen these collaborations – patterns from around the world, woven in Sweden.

WHICH LICENSES DO WE HAVE IN 2026?

In 2026, we will continue working with the same licenses as in 2025. You'll find patterns from Stig Lindberg, Frida Kahlo, and William Morris.

For children, their parents, and grandparents, we offer products featuring Bamse, Pippi, and Pettson & Findus.



WHY DO WE WORK WITH LICENSES?

We work with licenses to create variety within our collection. This allows you, as our business partner, to offer your customers unique textiles designed by artists whose patterns are already well recognized in the market. Our goal is to have something for everyone. When choosing which licenses to work with, we consider how well the artist's patterns fit within our range, as well as their values and design language. Every one of our licenses is carefully selected.



PETTSON'S CREATOR TURNS 80

Sven Nordqvist, the beloved author and illustrator behind Pettson and Findus, celebrates his 80th birthday in April 2026. It's a wonderful opportunity to highlight and promote our collection – perhaps even with a pancake-cake celebration in true Pettson style!

SHOWCASING A PATTERN OR LICENSE

Showcasing a pattern or license extensively can be highly rewarding. At the beginning of 2025, our Creative Director, Anna Brue, curated a large display at Nordiska Kompaniet – a premium department store in Sweden – featuring textiles inspired by Frida Kahlo. Together with Swedish glass art from Kosta Boda, she created an eye-catching installation that elevated the Ekelund brand in the minds of many visitors. Later, another display was created during the tourist season, and in Gothenburg, Ekelund became the leading brand during the summer period.

We're happy to inspire and support you if you wish to create something similar.



10 080

– NUMBER OF THREADS
ON WARP BEAM



STIG LINDBERG (1916–1982)

Stig Lindberg was a Swedish designer and illustrator, renowned for his versatility and playful designs that brought color to the Swedish "folkhem" (people's home). Through his vibrant expression, Stig Lindberg broke away from the traditionally austere Scandinavian design language. He was born in Umeå and educated at the Technical School in Stockholm. In 1937, he began working at the Gustavsberg porcelain factory, where he later became artistic director in 1949.

Stig L.



Towel – Pottery



Runner – Herbarium



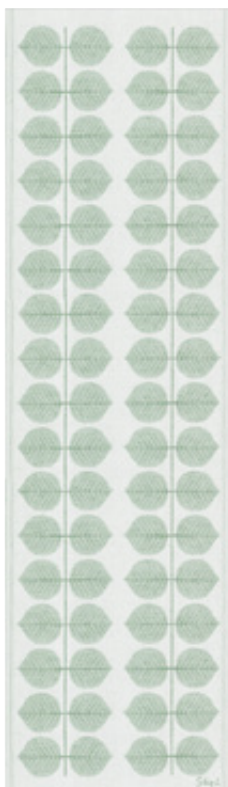
Runner and Placemat – Linnea



Runner and Napkin – Berså

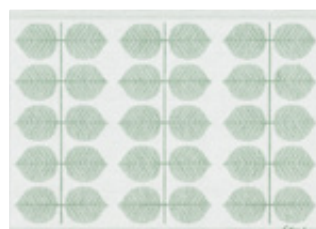
BERSÅ

The green leaf design became a staple in many Swedish households, symbolizing the post-war era's optimism and appreciation for nature. It remains a favorite among collectors and design enthusiasts, both in Sweden and internationally. Its timeless appeal continues to make it relevant in contemporary design.



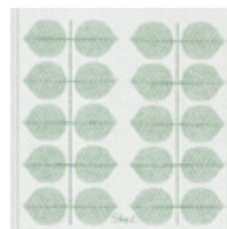
BERSÅ
Runner 35x120 cm
55% cotton, 45% linen

P2



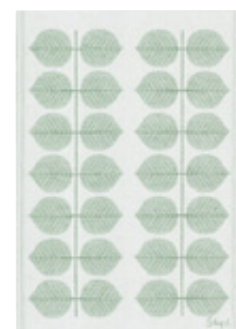
BERSÅ
Placemat 35x48 cm
55% cotton, 45% linen

P2



BERSÅ
Napkin 35x35 cm
55% cotton, 45% linen

P2



BERSÅ
Towel 35x50 cm
55% cotton, 45% linen

P2



POTTERY P2
Towel 35x50 cm
55% cotton, 45% linen



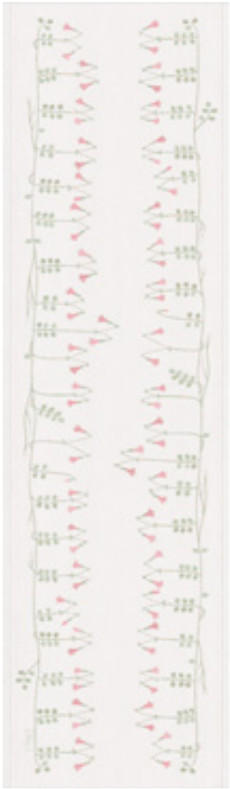
LINNEA P2
Towel 35x50 cm
100% cotton



POTTERY P2
Placemat 35x48 cm
55% cotton, 45% linen



LINNEA P2
Placemat 35x48 cm
100% cotton



LINNEA P2
Runner 35x120 cm
100% cotton



HERBARIUM

Featuring a vibrant and intricate design inspired by nature’s botanical forms. This pattern, with its elegant and playful interpretation of plants, is a celebration of the beauty found in natural elements.



HERBARIUM P2
Placemat 35x48 cm
55% cotton, 45% linen



HERBARIUM P2
Runner 35x120 cm
55% cotton, 45% linen



HERBARIUM P2
Napkin 35x35 cm
55% cotton, 45% linen



HERBARIUM P2
Towel 35x50 cm
55% cotton, 45% linen



Runner and Napkin – Herbarium



Runners – Fiskben and Nätmönster



Towel – Karakter



FISKBEN 6C, P2
Runner 35x120 cm
100% cotton



NÄTMÖNSTER 6C, P2
Runner 35x120 cm
100% cotton



KARAKTÄR 6C, P2
Towel 35x50 cm
100% cotton



STADSSAGA 6C, P2
Towel 35x50 cm
100% cotton



FISKGLÄNTA P2
Towel 35x50 cm
100% cotton



STADSDEL 6C, P2
Placemat 35x48 cm
100% cotton



WILLIAM MORRIS

William Morris was an influential designer and poet from Victorian England. His patterns are known for their nature-inspired motifs, intricate detailing, and flowing forms.

Morris' patterns are a perfect fit for us at Ekelund – our unique weaving technique makes it possible to capture the intricate details of his designs.

Just like Morris, we share the vision of creating designs that not only reflect our time but endure through the centuries, ensuring that each product is as relevant today as it was when first created.



Tablecloth – Strawberry Thief



Brushed plaid – Golden Lily



Tablecloth – Sunflower

I am determined to do no less than to transform the world with beauty.

– William Morris, 1886

GOLDEN LILY

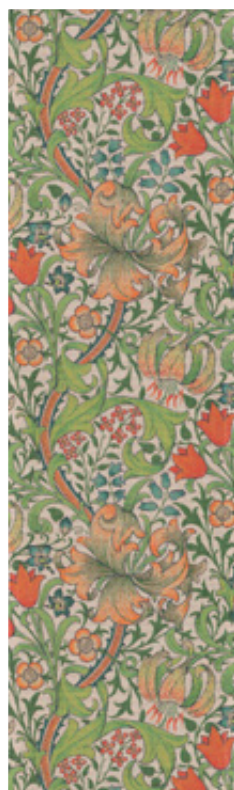
Golden Lily, 1899. One of the most admired patterns from William Morris. Golden Lily is richly populated with many flowers in a wide array of beautiful colors. The lily leaves, adorned with a speckled pattern, lie alongside swirling leaves and dotted stems that curl around this strongly diagonal arrangement.



THE
WILLIAM
MORRIS
SOCIETY



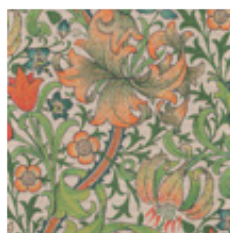
Runner – Golden Lily



GOLDEN LILY 6C, P2
Design: William Morris
Runner 35x120 cm
100% cotton



GOLDEN LILY 6C, P2
Design: William Morris
Towel 35x50 cm
100% cotton



GOLDEN LILY 6C, P2
Design: William Morris
Napkin 35x35 cm
100% cotton



GOLDEN LILY 6C, P2
Design: William Morris
Placemat 35x48 cm
100% cotton



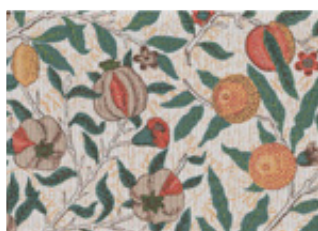
GOLDEN LILY 6C P2
Design: William Morris
Brushed plaid 140x170 cm
100% cotton

GOLDEN LILY P2
Design: William Morris
Pillow case 40x40 cm
55% cotton, 45% linen





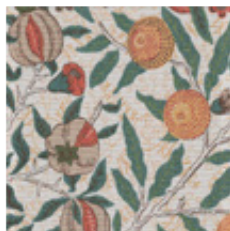
FRUIT 6C, P2
Design: William Morris
Runner 35x120 cm
100% cotton



FRUIT
Design: William Morris
Placemat 35x48 cm
100% cotton



FRUIT 6C, P2
Design: William Morris
Towel 35x50 cm
100% cotton



FRUIT 6C, P2
Design: William Morris
Napkin 35x35 cm
100% cotton



FRUIT 6C P2
Design: William Morris
Brushed plaid 140x170 cm, 100% cotton
pillow case 40x40 cm, 55% cotton, 45% linen



Runner – Pimpernel



SUNFLOWER
Design: William Morris
Napkin 50x50 cm
55% cotton, 45% linen



SUNFLOWER
Design: William Morris
Runner 35x140 cm
55% cotton, 45% linen



PIMPERNEL
Design: William Morris
Pillow case 40x40 cm
55% cotton, 45% linen



PIMPERNEL
Design: William Morris
Runner 50x150 cm
55% cotton, 45% linen



PIMPERNEL
Design: William Morris
Towel 50x70 cm
55% cotton, 45% linen



SUNFLOWER
Design: William Morris
Tablecloth 150x150, 150x250, 150x300 cm
55% cotton, 45% linen



VINE **P2**
Design: William Morris
Pillow case 40x40 cm
55% cotton, 45% linen



VINE **6C, P2**
Design: William Morris
Napkin 35x35 cm
100% bomull



VINE **6C, P2**
Design: William Morris
Towel 35x50 cm
100% cotton



VINE **6C, P2**
Design: William Morris
Runner 35x120 cm
100% cotton



VINE
Design: William Morris
Brushed plaid 140x170 cm
100% cotton



VINE **6C, P2**
Design: William Morris
Placemat 35x48 cm
100% cotton



STRAWBERRY THIEF **P2**
Design: William Morris
Napkin 35x35 cm
55% cotton, 45% linen



STRAWBERRY THIEF **P2**
Design: William Morris
Tablecloth 150x150, 150x250, 150x300 cm
55% cotton, 45% linen



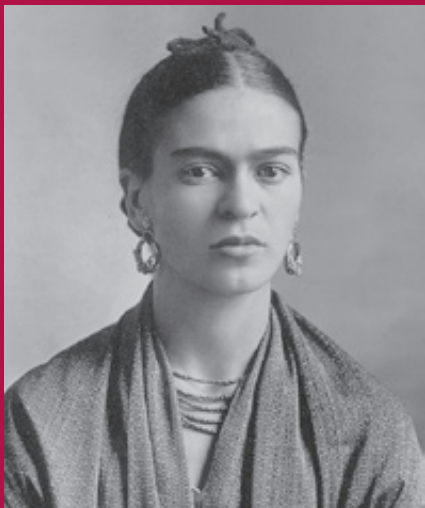
STRAWBERRY THIEF **P2**
Design: William Morris
Runner 50x150 cm
55% cotton, 45% linen



Brushed plaid and Pillow case – Vine

VINE

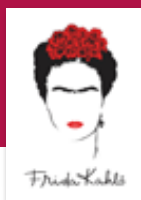
The Vine pattern from Morris & Co was designed in 1874. Morris' daughter, May, led an embroidery workshop and used Morris & Co's 'Oak' damask in dark green as the base for the embroidery, adding depth to the panel and making it look like a dense thicket. A beautiful pattern with small grape clusters, just as popular today as when it was first created.



FRIDA KAHLO

Frida Kahlo is well known for her self-portraits in which her characteristic eyebrows always are present. Born in 1907 in Mexico City, Kahlo began painting as a form of therapy after a serious accident.

This collection is inspired by Frida Kahlo, she was a strong woman who dared to stand up for herself and go her own way, which is the inspiration for our design collection Ekelund x Frida Kahlo.



Runner and Towel – Flores



*Brushed plaid – Primavera and Vida
Pillow case – Vida*



Towel – Flores

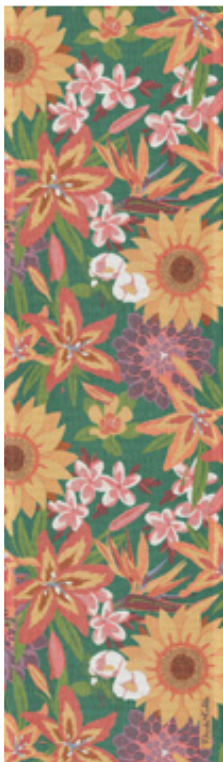


Brushed plaid – Flores



Brushed pillow case – Flores

*Nothing is absolute. Everything changes, everything moves,
everything revolves, everything flies and goes away*
– Frida Kahlo 1907–1954



FLORES 6C, P2
Design: Frida Kahlo ©
Runner 35x120 cm
100% cotton



FLORES 6C, P2
Design: Frida Kahlo ©
Towel 35x50 cm
100% cotton



Front



Back

FLORES 6C P2
Design: Frida Kahlo ©
Brushed pillow case 40x40 cm
100% cotton



FLORES 6C P2
Design: Frida Kahlo ©
Brushed plaid 140x170 cm
100% cotton



PRIMAVERA 6C, P2
Design: Frida Kahlo ©
Runner 35x120 cm
100% cotton



PRIMAVERA 6C P2
Design: Frida Kahlo ©
Brushed pillow case 40x40 cm
100% cotton



PRIMAVERA 6C, P2
Design: Frida Kahlo ©
Towel 35x50 cm
100% cotton



PRIMAVERA 6C P2
Design: Frida Kahlo ©
Brushed plaid 140x170 cm
100% cotton



VIDA 6C P2
Design: Frida Kahlo ©
Brushed plaid 140x170 cm, **brushed pillow case** 40x40 cm
100% cotton



VIDA 6C, P2
Design: Frida Kahlo ©
Towel 35x50 cm
100% cotton



VIDA 6C, P2
Design: Frida Kahlo ©
Runner 35x120 cm
100% cotton





Brushed plaid – Pärönsprång

PIPPI LONGSTOCKING

The story of Pippi was born in 1941 when Astrid Lindgren's daughter, Karin, was ill and asked her mother to tell her a story about "Pippi Longstocking." A few years later, Astrid wrote down the stories, and in 1945, the first book was published. After its release, Pippi Longstocking became one of the world's most beloved children's book characters.

With her red braids, freckles, and incredible strength, Pippi has fascinated generations of readers. She lives alone in Villa Villekulla with her monkey, Mr. Nilsson, and her horse, Lilla Gubben, living life by her own rules. Free, strong, and full of imagination.





Brushed pillow case – Fräknis



Brushed pillow case – Fräknis
Brushed baby blanket – Ridtur



FRÄKNIS 6C P2
Brushed pillow case 40x40 cm
100% cotton

BRUSHED, WOVEN AND COZY

A woven, warm, and soft blanket is a must in every child's room. Our blankets are brushed for extra softness, making them perfect for the little ones.

A blanket from Ekelund is always woven with sustainable, organic, and eco-labeled materials. Additionally, they are GOTS-certified, providing extra assurance that no harmful substances are involved in the production – giving you peace of mind as a consumer.



PÅRONSPRÅNG
Brushed plaid 140x170 cm
100% cotton



VILLA VILLEKULLA 6C P2
Brushed baby blanket 72x105 cm
100% cotton



RIDTUR 6C P2
Brushed baby blanket 72x105 cm
100% cotton



Selection of Pippi



Towel – Pippi



PIPPI
Towel 40x60 cm
100% cotton

6C, P2



UPPOCHNER
Towel 40x60 cm
100% cotton

6C, P2



PANNKAKSKAOS
Towel 40x60 cm
100% cotton

6C, P2



Towel – Pippilotta and Hoppsan



HOPPSAN
Towel 35x50 cm
100% cotton

P2



SOCKERDRICKA
Towel 35x50 cm
100% cotton

P2



PIPPILOTTA
Towel 35x50 cm
100% cotton

P2



Brushed baby blanket – Dunderhonung

BAMSE

Bamse – a textile collection that brings warmth and adventure to your home. Bamse, the strongest and kindest bear in the world, has been a central figure in Swedish children's literature since he was first created by Rune Andréasson in 1966. With his unique ability to become stronger by eating Grandma's magic honey, Bamse and his friends like Skelman and Lille Skutt have become symbols of courage, justice, and friendship for several generations of children and adults.

Welcome to Bamse's world and his friends!





FLYGTUR
Placemat 35x48 cm
100% cotton

6C, P2



SAFARI
Placemat 35x48 cm
100% cotton

6C, P2



BAMSE 6C  P2
Brushed pillow case 40x40 cm
100% cotton



KATTEN JANSON
Towel 35x50 cm
100% cotton

6C, P2



BAMSE
Towel 35x50 cm
100% cotton

6C, P2



LILLE SKUTT
Towel 35x50 cm
100% cotton

6C, P2



SKALMAN
Towel 35x50 cm
100% cotton

6C, P2



KLÄTTRAR
Towel 35x50 cm
100% cotton

6C, P2



FISKETUR
Towel 35x50 cm
100% cotton

6C, P2



FLYGANDE MATTAN
Towel 35x50 cm
100% cotton

6C, P2



3 VÄNNER
Towel 35x50 cm
100% cotton

6C, P2

THANK YOU! IT'S GOOD TO HAVE FRIENDS – EVEN LITTLE FRIENDS!



KATTEN JANSON
Brushed baby blanket 70x75 cm
100% cotton

6C P2



BRUMMA
Brushed baby blanket 70x75 cm
100% cotton

6C P2



HEM LJUVA HEM
Brushed plaid 140x170 cm
100% cotton

6C P2



ÄVENTYR
Brushed baby blanket 72x105 cm
100% cotton

6C P2



DUNDERHONUNG
Brushed baby blanket 72x105 cm
100% cotton

6C P2



SKATTSÖKARFÄRDEN
Brushed baby blanket 72x105 cm
100% cotton

6C P2



VÄNNER
Brushed baby blanket 72x105 cm
100% cotton

6C P2



Brushed baby blanket – Katten Janson

He who is strong must also be kind!
– Bamse



Brushed pillow case – Bamse



Selection of Towels

PETTSON & FINDUS

In April 2026, author Sven Nordqvist turns 80, and of course we want to join in celebrating his beloved old man and cat. It's a wonderful opportunity to find other brands to collaborate with in highlighting Pettson and Findus – the collection that enriches your home with imaginative textiles.

**Pettson
och Findus**



Brushed baby blanket – Hej på dig!



FINDUS 6C, P2
Towel 40x60 cm
100% cotton



MATLAGNING 6C, P2
Towel 40x60 cm
100% cotton



PANNKAKOR 6C, P2
Towel 40x60 cm
100% cotton



SKATTJAKT 6C, P2
Towel 40x60 cm
100% cotton



HEJ PÅ DIG! 6C P2
Brushed baby blanket 72x105 cm
100% cotton



KAFFEREP 6C, P2
Towel 40x60 cm
100% cotton



PICKNICK 6C, P2
Towel 40x60 cm
100% cotton



FINDUS BADAR 6C, P2
Towel 40x60 cm
100% cotton



LANTLIV 6C, P2
Towel 40x60 cm
100% cotton



LÅDBIL 6C P2
Brushed baby blanket 72x105 cm
100% cotton



VATTENKANNA 6C, P2
Towel 40x60 cm
100% cotton



NYFIKEN 6C, P2
Towel 40x60 cm
100% cotton



JULFEST 6C, P2
Towel 40x60 cm
100% cotton



JULPYSSEL 6C, P2
Towel 40x60 cm
100% cotton



HOPPAR 6C P2
Brushed baby blanket 72x105 cm
100% cotton



Sven Nordqvist's book series about Pettson and Findus comprises 14 books, and has been translated into almost 50 different languages.



Selection of Towels

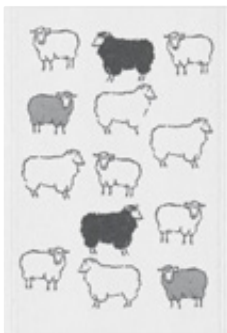


Towel - Paunkakor

ANIMAL

Several of our animal-themed patterns are among our top sellers, and it's easy to see why. Here you'll find humorous and playful designs for customers who simply love animals.

Discover this fun collection and make it a joyful complement to your other products.



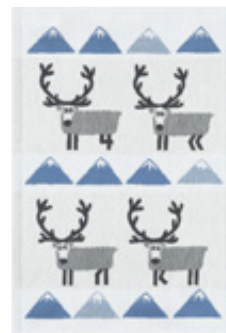
SHEEPFOLD P1
Design: Virtuelli Design
Towel 35x50 cm
100% cotton



LÖNNDANS P1
Design: Caroline Einarsson
Towel 35x50 cm
100% cotton



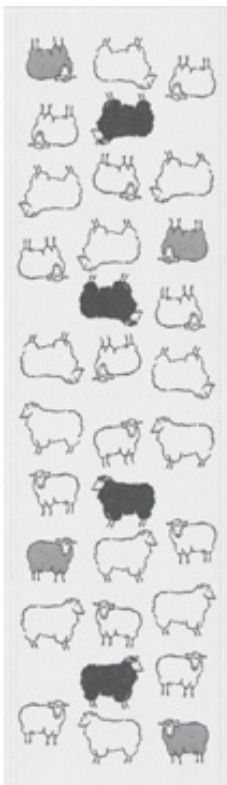
VÄRMLAND P1
Design: Birgitta Nyhrén
Towel 35x50 cm
100% cotton



NORRLAND P1
Design: Birgitta Nyhrén
Towel 35x50 cm
100% cotton



RENVANDRING P1
Design: Virtuelli Design
Towel 35x50 cm
100% cotton



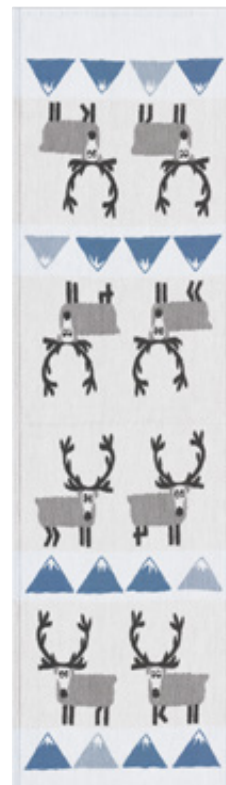
SHEEPFOLD P1
Design: Virtuelli Design
Runner 35x120 cm
100% cotton



LÖNNDANS P1
Design: Caroline Einarsson
Runner 35x120 cm
100% cotton



VÄRMLAND P1
Design: Birgitta Nyhrén
Towel 35x120 cm
100% cotton



NORRLAND P1
Design: Birgitta Nyhrén
Runner 35x120 cm
100% cotton



RENVANDRING P1
Design: Virtuelli Design
Runner 35x120 cm
100% cotton



CATS FUN 6C, P1

Design: Daiva Zubriene
Towel 35x50 cm
100% cotton



FOREST 6C, P1

Design: Betty Svensson
Towel 35x50 cm
100% cotton



ANKDALEN 6C  P1

Design: Sari Ahokainen
Brushed baby blanket 72x105 cm
100% cotton



HOT DOG 6C, P1

Design: Kristina Petrauskienė
Towel 35x50 cm
100% cotton



DOGS 6C, P1

Design: Björk-Forth
Towel 40x60 cm
100% cotton



VILDA VÄNNER 6C  P1

Design: Betty Svensson
Brushed baby blanket 72x105 cm
100% cotton



CLUMSY MOOSE 6C, P1

Design: Daiva Zubriene
Towel 35x50 cm
100% cotton



CLUMSY MOOSE 6C, P1

Design: Daiva Zubriene
Runner 35x120 cm
100% cotton



CLUMSY MOOSE 6C, P1

Design: Daiva Zubriene
Placemat 35x48 cm
100% cotton



SKOGSLEK 6C  P1

Design: Betty Svensson
Brushed baby blanket 72x105 cm
100% cotton



Top 10 patterns

From January to September 2025, these ten patterns were the best sellers. A mix of classic designs and new favorites that have found a place in many homes.

1



Berså

2



Kurbitshäst

3



Blomsterhäst

4



Sommar

5



Sjöbod

6



Solblå

7



Hönshus

8



Mitt Sverige

9



Sommartid

10



Fjäderblom



FÄRHAGEN

P1

Design: Nancy Bladfält
Towel 35x50 cm
100% cotton



MATTE

P1

Design: Nancy Bladfält
Towel 35x50 cm
100% cotton



KATTLEK

6C, P1

Design: Betty Svensson
Towel 35x50 cm
100% cotton



MOOSE

6C, P1

Design: Ekelund Designstudio
Towel 35x50 cm
100% cotton



SKYMNING

P1

Design: Betty Svensson
Towel 35x50 cm
100% cotton



HUSSE

P1

Design: Nancy Bladfält
Towel 35x50 cm
100% cotton



HATTFFEST

6C, P1

Design: Betty Svensson
Towel 35x50 cm
100% cotton



HÖNSPROMENAD

6C, P1

Design: Makroform, Maria Olsson
Towel 35x50 cm
100% cotton

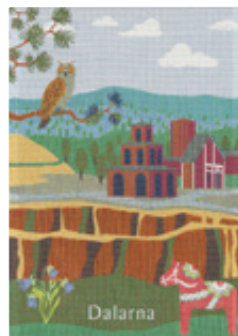


City Towel – Göteborg

SWEDISH LANDSCAPES

If you want to see all 25 motives, log on to our portal. There you find all details around minimum quantity, delivery time etc – b2b.ekelunds.com

EXAMPLES



Towels 35x50 cm
100% cotton

6C, P1

CITY TOWELS

Since 1972, Halmstad artist Nils-Erik Nilsson devoted himself to classical oil and watercolor painting. The motifs have often been taken from the Halland landscape and especially from the coast.

Available cities:

ALINGSÅS
BODEN
BORGHOLM
BORÅS
BÅSTAD
EKSJÖ
ESKILSTUNA
FALKENBERG
FALKÖPING
FALSTERBO
FALUN
GOTLANDSIDYLL
GRÄNNA
GÄVLE
GÖTEBORG
GÖTEBORG NATT
HAGFORS
HALLAND
HALMSTAD
HAPARANDA
HELSINGBORG
HJO
HUDIKSVALL
HUSKVARNA
JÖNKÖPING
KALMAR

KARLSKRONA
KARLSTAD
KIRUNA
KUNGSBACKA
KUNGÄLV
LAHOLM
LIDKÖPING
LINKÖPING
LUDVIKA
LULEÅ
LUND
LYCKSELE
MALMÖ
MARIESTAD
MARSTRAND
MORA
NORRKÖPING
NYKÖPING
NYNÅSHAMN
OSKARHAMN
PITEÅ
SKÖVDE
SMÖGEN
STOCKHOLM
STRÖMSTAD
SUNDSVALL

SÖDERHAMN
TIDAHOLM
TROLLHÄTTAN
UDDEVALLA
UMEÅ
UPPSALA
VARBERG
VIMMERBY
VISBY
VÄNERSBORG
VÄSTERVIK
YSTAD
ÄNGELHOLM
ÖLAND
ÖREBRO
ÖRNSKÖLDSVIK
ÖSTERSUND

NORGE
LOFOTEN
OSLO

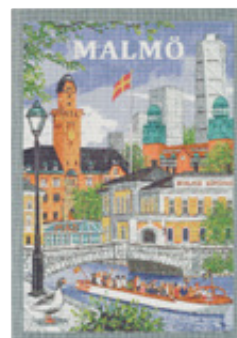
TYSKLAND
BREMEN
HAMBURG
LÜBECK

EXAMPLES



Towels 35x50 cm
Design: Nils-Erik Nilsson
100% cotton

6C, P1



CARE FOR YOUR TEXTILE



Follow specified temperature

Products tolerate up to 85° C.

Use high water level

For fewer wrinkles.



Detergent

We recommend detergent without bleach or optical brighteners for all our products. Important to know: unbleached natural yarns have their original natural colour, which gradually bleaches with each laundering.



Hang to dry

Appropriate for all items, reduces mechanical wear.

Spin dry

Normal setting; remove items immediately to avoid creasemarks.



Do not dry clean



Do not tumble dry

Do not tumble dry linen. This may weaken the product. Cotton products can be tumble dried. However, we do not recommend this since tumble drying is energy-intensive and causes unnecessary wear to textiles.



Ironing

Maximum heat. Dampen first and iron parallel to the warp (length) of the fabric.

Use a mangle

Our products are ideal for pressing with a mangle

Tips

When laundering napkins or placemats, wash them all at the same time to retain uniform colour and size.
Brushed products can be tumble-dried for a shorter time (max. 15 min) for best softness.

Stain removal:

Try to remove stains, or minimise damage by rinsing or sponging off the worst of the stain. Alleviate red wine stains by sponging with water. Then sprinkle salt on the stain and allow to rest for a while before washing the fabric.

White tablecloths can be treated with stronger bleach. This should be done in the washing machine to avoid uneven results. Spot remover may be used, although there is a risk that colours around the stain may change. Make sure running water is available and rinse well as soon as the stain disappears.

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EVERY THREAD HAS A STORY

752 WOVEN TEXTILES – MADE IN SWEDEN

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Ekelund
MASTER WEAVERS 1692